20th Anniversary Album

- I'm not a journalist but there's a reason I'm here
- 20 reasons for staying on top at 20 and beyond
- Hysterical history: Present at the creation as creator
- Saying what others would not say
- Estrada pushed his luck and lost it all—and many more

Someone is P200,000 richer but doesn't know it yet!

That's because he joined the recently concluded 20th Anniversary Treat Inquirer Platinum Code promo. 20 weekly winners from July 17-Dec. 3 had received P20,000 each. The grand prize winner of P200,000 will be announced in 2 weeks—a Merry Christmas bonus to say thank you so very much to our readers.

PHILIPPINE DAILY
INQUIRER
BALANCED NEWS, FEARLESS VIEWS

email: feedback@inquirer.com.ph | Friday, December 9, 2005 | ★★ | 7 sections / Vol. 21 / No. 1 | P18

inq7.net

AFP has not investigated Doble for wiretapping GMA

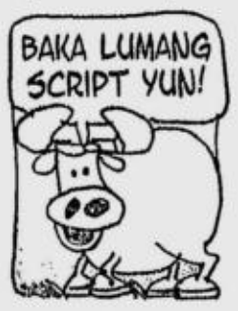
By Dona Z. Pazzibugan and Fe Zamora

THE MILITARY HAS NEVER INVESTIGATED T/Sgt. Vidal Doble for allegedly wiretapping President Macapagal-Arroyo, Armed Forces

AFP/ A21

Garci goofed, says Pichay

By Michael Lim Ubac



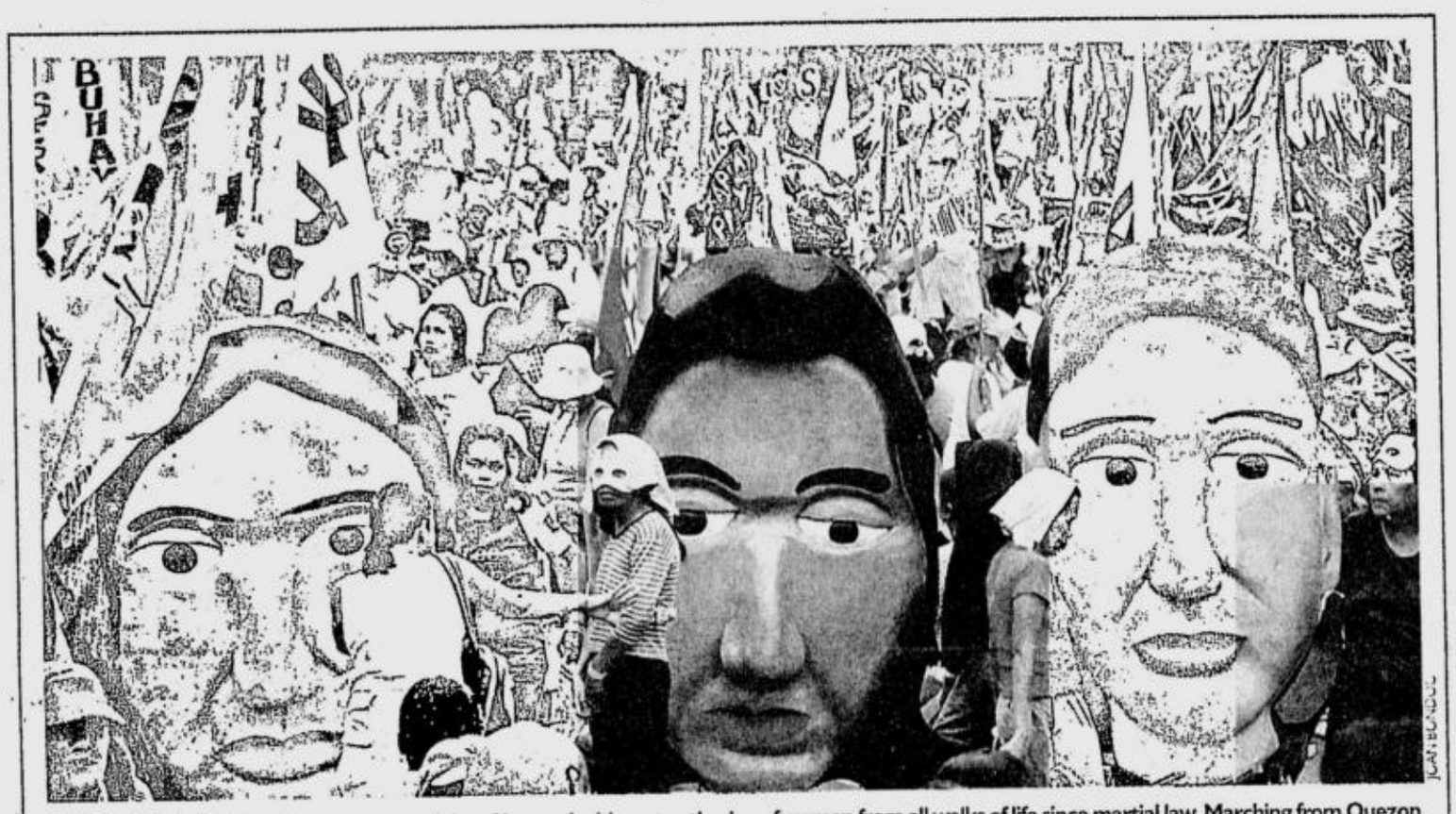
WAS THERE A SCRIPT? Then was Virgilio Garcillano following the wrong one?

Rep. Prospero Pichay Jr., President Macapagal-Arroyo's staunch defender in the House, yes-

GARCI/ A21

'Isafp 14-man team behind Garci tapes'

Doble's lover freely roamed highly restricted area



THE MANY FACES OF EVE: Organizers claimed it was the biggest gathering of women from all walks of life since martial law. Marching from Quezon Ave. to Plaza Miranda on Thursday, the protesters demonstrate the gender's collective strength and attack globalization as causing poverty in the run-up to the sixth ministerial conference of the World Trade Organization in Hong Kong to be held from Dec. 13 to 18. *(Story in Metro, Page A23.)*

By TJ Burgonio

IT WASN'T EXACTLY A place for lovers, but Marietta Santos sauntered in and out of one of the most restricted areas in the country and heard claims by her boyfriend about how he and 13 others had bugged President Macapagal-Arroyo.

Santos sheepishly admitted before the Senate committee on defense and national security how she had access to the one-story white building beside a manmade lagoon in the heart of the Intelligence Service of the Armed Forces of the Philippines compound in Camp Aguinaldo.

The pert and pretty 25-year-old even talked about the fancy equipment she saw in the Isafp's "blue room," purported provenance of the controversial "Hello Garci" tapes, where T/Sgt. Vidal Doble took her when he was on duty.

Santos said a 14-man Isafp team was involved in the Hello Garci wiretaps. She said it included Lt. Col. Pedro Sumayo Jr., head of Isafp's Military Intelligence Group, or MIG 21, Doble himself, Capt. Windell Rebong, Capt. Rex Sagge, a certain "Captain 214," M/Sgt. Velledo, M/Sgt. Callos, T/Sgt. Abanto and T/Sgt. Cando, among others. She could not name the rest.

"*Trinabaho daw nila* (They

ISAFP/ A21

EDWIN BACASMAS

THAT KNOWING SMILE. Marietta Santos, who admits to being Doble's No. 3, is a straight-talking witness at the Senate probe into the Garci tapes.

Luisita, workers end 13-mo labor strike

By Blanche S. Rivera and Jo Martinez-Clemente
PDI Central Luzon Desk

THE 13-MONTH-LONG LABOR dispute at the Cojuangco-owned Hacienda Luisita finally ended yesterday following a P40-million settlement, raising hopes that the estate's management could still save the stock distribution option (SDO) agreement that the government appears likely to revoke next week.

The sugar estate's two labor unions signed separate memorandums of agreement with the Hacienda Luisita management which agreed to pay more than P40 million to cover P19 million worth of claims of unpaid wages by the United Luisita Workers Union (Ulwu) and a P21.5-million financial package for a new collective bargaining agreement with the Central Azucarera de Tarlac Labor Union (Catlu).

The two unions said in a statement that they considered the 13-month strike when 13 striking

LUISITA/ A6

Sin, Yorac, 7 others enshrined on heroes' wall

By Ma. Ceres P. Doyo and Luige A. del Puerto

NINE MEN AND WOMEN WHO fought and died for freedom and justice will be honored today, the eve of Human Rights Day.

In a simple ceremony, the names of Jaime Cardinal Sin, Haydee B. Yorac, Merardo T. Arce, Julieta C. Armea, Leopoldo Calixto Jr., Antonio S. Mijares, Jacinto D. Peña, Crispin S. Tagamolila and Raquel E. Tiglao will be added to the list on the Bantayog Wall of Remembrance for Heroes and Martyrs.

This ritual of inscribing names on the black granite wall surrounding the soaring bronze Castrillo monument in Quezon City—those of the men and women who were part of the struggle during the Marcos dictatorship or who continued to work for freedom and justice and died after Edsa I—is an annual event.

But sadly, today one of them will have no one from his family to witness how much his commitment is being valued.

Despite its efforts, the Bantayog ng Mga Bayani Foundation failed to locate the relatives of Peña, "Jack" to his friends, a reporter of the University of the Philippines' Collegian who went underground during the martial law years.

"We cannot trace his relatives, neither through his former [comrades] nor through our network," said Bantayog's Cathy Abrasado.

Vicky Segui, a longtime friend of Peña's, also tried to find his relatives in Makati City.

"Someone from there said they had gone abroad, but I'm not sure. They were there some 30 years ago," she said on the phone.

About two months ago, Segui

SIN, YORAC/ A22

Peso rallies to 2-year high: 53.67 to US dollar

By Doris C. Dumlao

THE PESO YESTERDAY RALlied to a two-year high of 53.67 against the US dollar as strong foreign exchange inflows drowned out the political noise from the wiretapping and election-rigging hearings in Congress.

Bangko Sentral ng Pilipinas Governor Amando Tetangco Jr. said the peso was perked up by the continued influx of remittances from overseas Filipino workers, of portfolio investments and export sales, and the slack in demand for US dollars.

Asked whether the BSP was intervening at the Philippine Dealing System to slow down the peso's ascent as claimed by some currency dealers, Tetangco said: "Even if we're doing anything, nobody will notice it."

The peso opened near the intra-day low of 53.955 and gained ground throughout the day to close at its intra-day high of

PESO/ A20

GMA approval rating drops to negative 30 in SWS poll

By Gil C. Cabacungan Jr.

A STRONG PESO AND RESURgent stock market, falling oil prices and Malacañang's declaration that the "Hello Garci" scandal was a closed book failed to lift President Macapagal-Arroyo's satisfaction rating.

Her net satisfaction rating dropped to negative 30, her second lowest mark since she became President in 2001, according to results of a nationwide survey conducted by Social Weather Stations from Nov. 27 to Dec. 4.

The sentiments were apparently not reversed by the strong showing of host Philippines in the Southeast Asian Games, which took place during the period the survey was conducted.

The President's lowest rating of negative 33 percent was recorded in the second quarter of the year.

Net satisfaction rating is the difference between the percentage of those who are satisfied with one's performance and those who are dissatisfied.

In a statement, Social Weather Stations yesterday said that its fourth quarter survey found that 54 percent of the 1,200 respondents were dissatisfied with Ms Arroyo's performance while 24 percent were satisfied.

The survey had a margin of error of plus or minus 3 percentage points.

In face-to-face interviews, the respondents were asked: "Please tell me how satisfied or dissatisfied you are with the performance of Gloria Macapagal-Arroyo as President of the Philippines. Are you very satisfied, somewhat satisfied, undecided if satisfied or dissatisfied, somewhat dissatisfied, very satisfied?"

Ms Arroyo's satisfaction rating has been in a free-fall since the third quarter of 2004 when spiraling global oil prices put pressure on domestic prices of goods and services.

SWS data show that Ms Arroyo is the most disliked President since 1986, with a total of 7 quarters of negative ratings. In contrast, the lowest rating of former President Corazon Aquino was 7 percent, while that of Fidel V. Ramos was 1 percent and that of Joseph Estrada 5 percent.

GMA APPROVAL/ A22

INSIDE THE INQUIRER

One day in the life of a newspaper, one very long day in the life of a nation

By Nilo B. Paurom
Chief, Day Desk

JULY 8, 2005 WAS THE DAY MANY people thought would be Gloria Macapagal-Arroyo's last in Malacañang.

It had been 10 days since Ms Arroyo, engulfed by the "Hello Garci" scandal, had told the nation "I am sorry," and things were barreling to a head.

Through the eyes of the Day Desk (See Page A8 for definition of Day Desk), this is how the INQUIRER covered the longest day in Ms Arroyo's presidency:

July 7, Thursday

8:30 p.m.: First edition of the July 8 issue is off to press. Its headline: "GMA tells Cabinet: Quit" The night editor prepares the second edition. The editor in chief receives a late breaking development from Reporter 4 Juliet L. Javellana. The editor in chief rushes to insert Juliet's three-paragraph news item into the banner story. It's short but packs a wallop.

Palace source had told Juliet that eight Cabinet officials and two heads of agencies were holed up at the Hyatt ready to announce their resignation the following morning.

The editor in chief and the night editor decide not to change the banner but based on Juliet's scoop, the drophead (An explanatory sentence under the banner) is changed from

ONE DAY/ A8

RAFFY LERMA

UP IN LIGHTS: Laser light projects image of 20th anniversary logo on the Makati Shangri-La Hotel at the launch on Monday.

PHILIPPINE DAILY INQUIRER

FRIDAY, DECEMBER 9, 2005

E-mail: pr_news@inquirer.com.ph

Second FRONTPAGE

Text us your feedback: inquirer news name/age/city/message to 2207 (Globe) or 283 (Smart)

WEATHER FORECAST

FORECAST: Eastern and Southern Luzon and Visayas will have frequent rains which may trigger flashfloods and landslides over Quezon, Bicol Region and Eastern Visayas. Mindanao will be cloudy with scattered rainshowers and isolated thunderstorms. The rest of Luzon will be mostly cloudy with rainshowers.

COMPILED BY: CYRIL L. BONABENTE, PDI RESEARCH/12/09/05 SOURCE: PAGASA

Metro Manila	Partly Cloudy	Iloilo/Bacolod	Cloudy with Rains
Baguio	Partly Cloudy	Roxas	Rains
Tuguegarao	Cloudy with Rains	Cebu	Cloudy with Rains
Laoag	Partly Cloudy	Tacloban	Cloudy with Rains
Clark Zone	Partly Cloudy	Gen. Santos	Cloudy with Rains
Tagaytay	Partly Cloudy	Zamboanga	Cloudy with Rains
Legazpi	Cloudy with Rains	Cagayan de Oro	Cloudy with Rains
Calapan	Rains	Davao	Cloudy with Rains

SPADEWORK: Vice President Noli de Castro, the country's housing czar, and Tondo-born and raised Sen. Manny Villar shovel up some dirt during yesterday's ground-breaking ceremony of the Paradise Heights Learning Center in Smokey Mountain in Tondo. The community learning center is a joint project of Villar and the Palafox consultancy firm for the benefit of some 1,000 poor children in Smokey Mountain. ERIK ARAZAS

Sale of non-performing housing loans hit record

By Cynthia D. Balana

PROCEEDS FROM THE SALE OF the government's non-performing housing loans have reached P3.29 billion, prompting Vice President Noli de Castro to declare the sale a record feat.

Last week, De Castro said he turned over the check representing the proceeds from the sale to the Deutsche Bank Real Estate Global Opportunity (DBGO), which assumed the loans of the National Home Mortgage Finance Corp. to the Social Security System and the Pag-IBIG Fund.

It took four years to complete the sale, De Castro said. But the long wait was worth it, he added.

"This is a big boost to the financial strength of these two government institutions. It's also good news for your millions of members, who will ultimately benefit from your financial strength," De Castro said during the turnover ceremony attended by SSS and Pag-IBIG officials.

De Castro added that the transaction signified the government's strong resolve to address the problem of bad loans, particularly in the housing finance sector.

Military brass cool to Christmas truce

By Dona Pazzibugan

MILITARY LEADERS ARE LOATH TO RECOMMEND A TRADITIONAL Christmas truce with the communist New People's Army as they said the insurgents would only use it as a chance for their forces to regroup.

Lt. Gen. Hermogenes Esperon yesterday said he would not be recommending the declaration of a ceasefire or a suspension of military operations (Somo) this year.

He said the NPA, the armed wing of the Communist Party of the Philippines, has in the past taken advantage of the ceasefire to "reorganize, consolidate and finalize plans for their offensives."

"Now that they are on the run because we have been pursuing them relentlessly, we do not wish to give them [any] respite," Esperon said.

Armed Forces Chief Gen. Generoso Senga did not categorically reject the idea of a Christmas truce but was not optimistic it would happen.

"We may declare the ceasefire in the whole country or maybe in just some portions. But it will depend on so many factors, principally the prevailing situation and operations that are ongoing in the countryside," Senga said.

Senga said last week that he was open to a declaring ceasefire in deference to the Christmas season but said military operations, particularly in Quezon province would continue in the meantime.

Last year, the government declared a Christmas truce that started on Dec. 10, which the NPA reciprocated.

Executive Secretary Eduardo Ermita the other day said Malacañang was having second thoughts about declaring a Christmas truce as the rebels had been quite aggressive of late.

The President consults the military top brass, including the major services commanders—the Army, Navy and Air Force—before making a decision on a Christmas truce.

At least 20 government soldiers have been killed and 30 wounded in fierce fighting with the NPA guerrillas, mainly in Quezon province, since the middle of November.

The string of clashes started on Nov. 19 when guerillas used a land mine to ambush an Army convoy in Calinog, Iloilo, killing nine soldiers and wounding 20 others.

Peace talks broke down in August 2004 after the CPP-NPA protested their inclusion in the United States' and European Union's lists of terrorist organizations.

Vatican remains firm in stem cell, euthanasia row

By Christian V. Esguerra

THE VATICAN HAS FIRMED UP ITS POSITION on major bioethical issues—from stem cell research to euthanasia—with the close of its three-day conference in Manila.

"The threats to the incomparable worth of the human person have arisen, challenging man's very nature from the moment of conception to [the] final stages of death," delegates to the International Congress on Bioethics warned in a three-page declaration.

The congress spearheaded by the Vatican's Pontifical Academy for Life slammed the door on pro-choice advocates who redefine human conception to suit controversial contraceptive measures.

"The human embryo is a human person at every moment of development, i.e., from the moment of conception," the declaration said.

It ruled out measures such as the use of intrauterine devices which are designed to prevent fertilization. Critics say IUDs effectively induce abortion.

The congress maintained that "any legitimate approach to overcoming infertility must respect the inviolable right of every human being to life as well as the inviolable character and integrity of the conjugal act."

It debunked the widely peddled notion that poverty was the result of overpopulation. It instead pinned the blame on the "unjust distribution" of resources.

"Population growth can be sustained by unraveling the natural processes by which man subdues nature and discovers the key to harvesting its bounty," the declaration said.

"The solutions to these problems cannot be found in the promotion of contraception and the killing of the unborn," it added.

In the area of stem cell research, it declared as "not morally acceptable" the harvesting of embryonic stem cells from human embryos because the donors were killed in the process.

Only adult stem cells acquired from an adult donor are morally acceptable since the procedure does not harm the donor, the congress declared.

In poor countries like the Philippines, the common bioethical issue involved organ transplants.

Bishops: No fight with media

THE HEAD OF THE CATHOLIC BISHOPS Conference of the Philippines (CBCP) does not appear to be bothered by a media critical of Church leaders in this time of crisis.

In his first public appearance as the leader of the country's 119 Catholic bishops, Archbishop Angel Lagdameo was all praises for the media.

"I think you're very good, very good," he told reporters at the Manila Hotel on Wednesday when asked about his personal thoughts on the press.

Lagdameo, who succeeded the much-criticized Archbishop Fernando Capalla on Dec. 1, didn't seem troubled by his peers' growing disenchantment with the media, particularly the INQUIRER.

Their dismay was manifested in scathing letters and, recently, in text messages with some bishops calling for a boycott of the INQUIRER.

Bulacan Bishop Jose Oliveros on Sunday confirmed he had joined the bandwagon, complaining about the reporting on Capalla and some other bishops.

Earlier, Cebu Archbishop Ricardo Cardinal Vidal had criticized the media for pitting prelates against each other.

This after a Philippine Amusement and Gaming Corp. document surfaced identifying him as the recipient of hefty cash donations from the state gambling agency.

Not to be outdone, former CBCP president Archbishop Orlando Quevedo also slammed the media for playing up the division among the bishops, particularly in connection with the "Hello Garci" tape scandal involving President Macapagal-Arroyo.

Lagdameo on Wednesday said he wasn't even aware of the issue between Capalla and the media. He said he was busy with pastoral visits the past month.

Much of the criticism of Capalla resulted from the CBCP's seemingly delayed, if not disengaged, position on current burning issues such as the legitimacy of President Arroyo's tenure.

Capalla's defenders explained he simply could not decide on behalf of his fellow prelates. Besides, reconciliation and healing were his priority, they said.

Lagdameo gave the public a glimpse of his leadership style during his keynote speech at the 24th National Prayer Breakfast at the Manila Hotel the other day. *Christian V. Esguerra*

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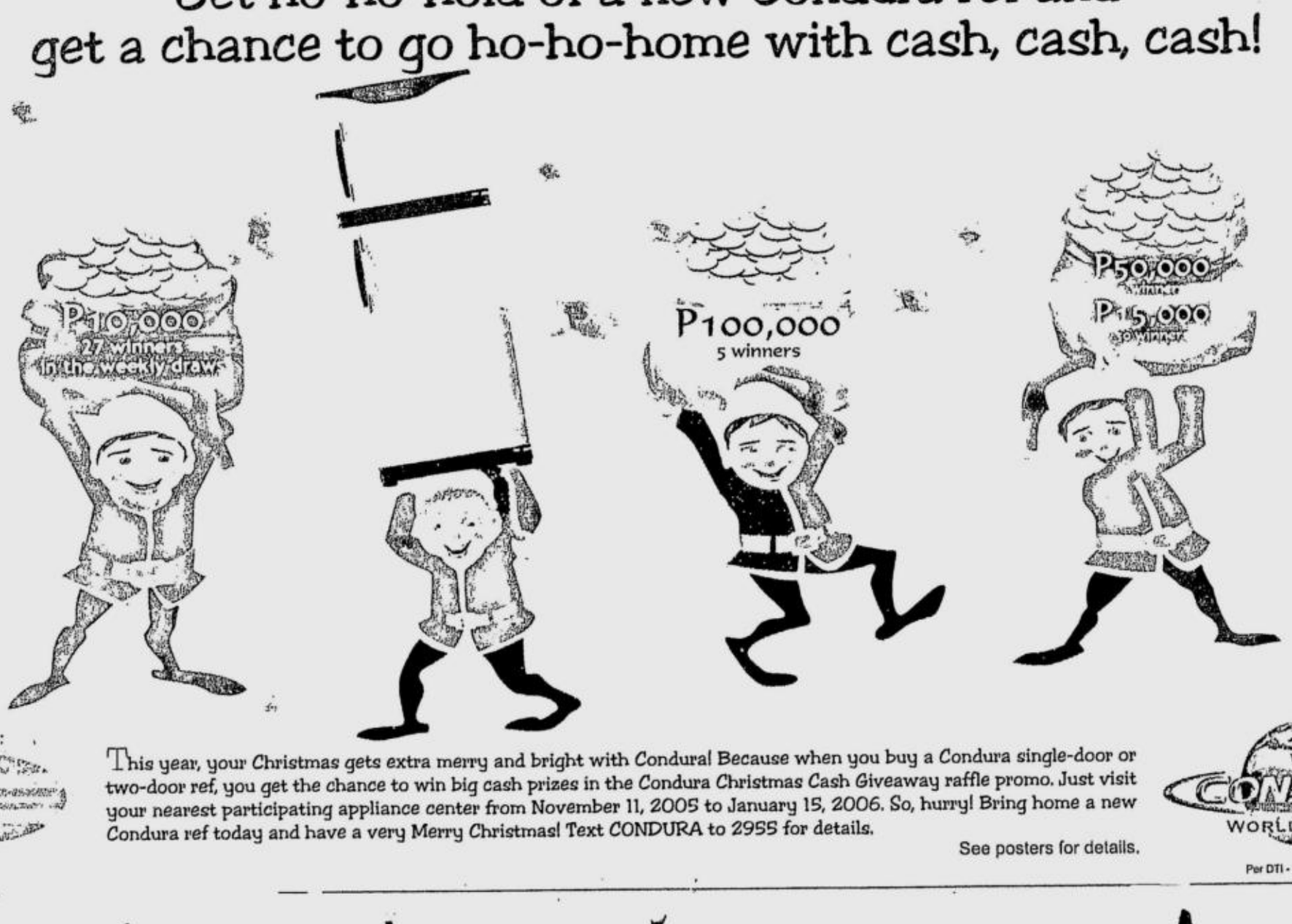

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See posters for details.

CONDURA WORLD CLASS

Per DTI - NCR Permit No. 2004, Series of 2005.

Lawyers still want SC bets interviewed

By Armand N. Nocum

LAWYERS' GROUPS YESTERDAY asked the Judicial and Bar Council (JBC) to rethink its decision not to hold public interviews of the three nominees for Chief Justice of the Supreme Court.

In a letter to outgoing Chief Justice Hilario Davide Jr., JBC chair, law groups under the Supreme Court Appointments Watch (SCAW) said the JBC decision defeated Davide's efforts to make the justice system more transparent.

While hailing the proposal to hold public interviews of the nominees as Davide's "landmark" achievement "toward the fulfillment of greater transparency in judicial appointments," it said the interviews' cancellation "curtailed the only existing effective venue" to involve the people in the selection process.

"The election to office of some government officials is now held in question. We do not want the same kind of doubt to haunt the next chief justice," said Marlon Manuel, project director of Alternative Law Groups Inc., one of the legal groups under the SCAW.

At a news briefing, Manuel said he wondered how Davide could hope to make the judicial system more transparent if he did not start with the process for selecting his successor.

Caving in to the 12 justices of the high tribunal who were not nominated, the JBC on Dec. 1 decided to scrap what would have been the first-ever public interviews of nominees to the post of Chief Justice.

"There are only three members of the court considered for nomination, so it is pointless to interview them anymore," Davide had said in justifying the decision.

Up for interview then were the three nominees of the JBC—Senior Associate Justices Reynato Puno, Artemio Panganiban and Leonardo Quisumbing.

The interviews are provided for under Section 1, Rule 7, of the JBC Rules, which were formulated on Oct. 18, 2000, two years into Davide's tenure.

Davide is retiring on Dec. 20.

The cancellation of the interviews, Manuel said in the letter, "constitutes a big blow to the efforts to enhance the transparency of the appointments process in particular, and judicial reforms in general."

"It must be emphasized that the appointment to the chief justice position is more important than the appointment of a lawyer to a judicial post, or the appointment of a judge to a higher court. Because of the nature of the chief justice position, one of the highest in government, it requires an appointment process that is correspondingly esteemed, a system that will give reverence to the position being filled," Manuel said.

Among the three nominees, only Quisumbing signed the letter to the 12 justices.

Those opposed to the interviews said, among other things, that since the 1987 Constitution was ratified, no incumbent justice nominated to be Chief Justice was ever interviewed by the JBC.

Instead of interviewing the nominees, they said the JBC should examine the judicial philosophies expressed in their written decisions.

Bolante on watch list

By Leila B. Salaverria

THIS TIME, FORMER AGRICULture secretary Jocelyn Bolante won't be able to fly to the United States as easily as he managed to the last time.

The Bureau of Immigration, acceding to the formal request of Senator Ramon Magsaysay, Jr., placed Bolante and two other Department of Agriculture officials on its watch list on Wednesday.

With Bolante on the watch list are Undersecretary Belinda Gonzales and Assistant Secretary Felix Jose Montes.

The Senate committee on agriculture, which Magsaysay chairs, has been investigating the alleged misuse of the department's fertilizer funds.

The three have been linked to the alleged anomaly and have been summoned to appear at committee hearings, but none of them have shown up so far.

Bolante returned to the country early this week after flying to the US in October. Critics claim that his departure was meant to dodge the hearings.

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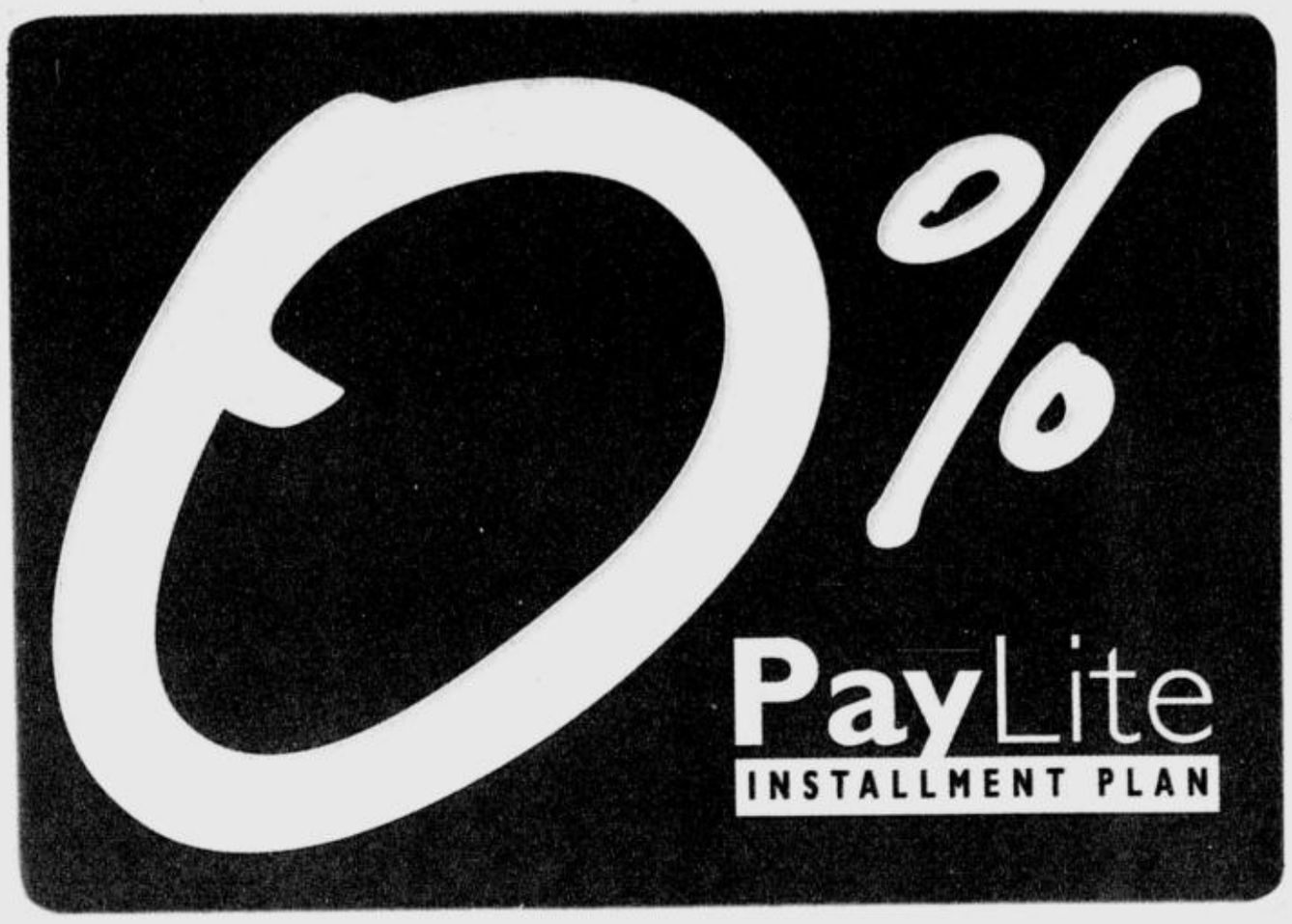

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ConCom wants 'classical' unicameral

By Norman Bordadora

THE CONSULTATIVE COMMISSION ON Wednesday night adopted provisions for a "classical" unicameral parliamentary government with a prime minister that executes the powers of government and a president with mostly ceremonial functions.

Proponents of the parliamentary government in the ConCom see it as a means to stabilize the country's system of governance that has been rocked by coup attempts in the late 1980's and two People Power events that resulted in the toppling of regimes.

"Subject to styling and formatting, the commission has approved the shift from presidential and bicameral to parliamentary and unicameral," said ConCom chair Jose Abueva in a news conference in Quezon City yesterday.

"Instead of a separation of the executive and legislative functions (of government), these will be fused in the proposed parliamentary government," Abueva said.

Along with the view of many ConCom members that President Macapagal-Arroyo should serve out her term until 2010, Abueva sees the President staying on both as Prime Minister and President during the expected three-year transition period starting in June 2007.

"(This is) if the new constitution is ratified in a plebiscite before 2007," Abueva said.

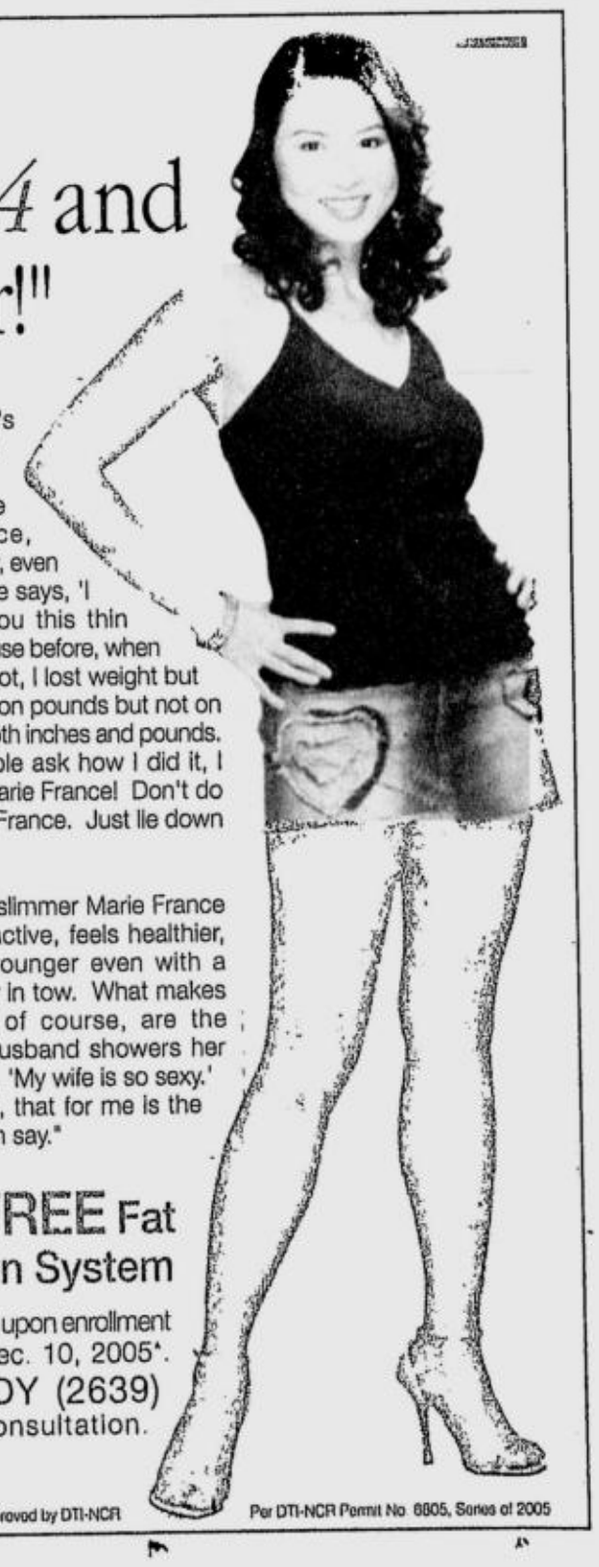
Abueva told the INQUIRER that many members of the ConCom are not inclined to have terms of elected officials, including the President, cut as a result of the constitutional changes.

He has even proposed that elected officials with expiring terms in 2007, such as senators and congressmen, be allowed to serve until 2010 as part of the parliamentary government in transition.

The ConCom chair said a parliamentary system is more accountable than a presidential system since there is fusion of legislative and executive powers.

LYN CHING-PASCUAL:

"I'm down to a *sexy size 4* and have never been happier!"



A year after childbirth and after only two months of regular treatments at Marie France, TV host Lyn Ching Pascual is at her slimmest, healthiest, one of the happiest periods of her life.

Why wouldn't she be? According to Lyn, she's been fat all her life. "I was an obese child. I weighed 140 lbs when I was only 10 years old. It was so bad it got to a point that my skin gave up on me. I had stretch marks particularly on the legs – at 10 years old! Imagine that!" For a kid, that was really a physical and emotional toll. She says she's been bullied, teased, and she could not engage in sports, which made it even harder for her to lose weight.

When she got older, Lyn went through different weight-loss methods. "Yo-yo dieting...gym (I'd workout religiously for months, then stop)...badminton (I'd play everyday, lose weight, and then stop)...it even got to a point when I became bulimic," confesses Lyn. "And I was on the verge of anorexia because I already refused to eat. I was at my thinnest then: 111 lbs. But I looked sick. I looked really, really sick: dry skin...I wasn't moving too much because I was always tired...I can't breathe well...I had a lot of problems at that time. Plus, I really love eating food! That's why it's so hard for me to go on a diet."

That's why she couldn't be happier when she enrolled at Marie France. "I lost a lot of weight even if I still overeat. I actually have a sweet tooth so I eat 2 bags of caramel popcorn everyday – and I never miss a day. I'm like, Marie France is making sure that I get thin anyway, so I really don't watch what I eat. So I'm really surprised with the result of my Marie France treatments. And I'm very happy because I can still eat whatever I want!"

She adds, "Their treatments are very easy, very fast, very safe, and very convenient for me. After the show *(Unang Hirit)*, which ends at around 8:30-8:45 a.m., I go straight to Marie France. They open early so there's really no problem regarding schedule. It's very convenient because whatever I wear when I arrive, I can also wear when I leave. I don't have to take a bath or even take some time to rest after a really, really heavy workout. There's no workout. It's really convenient for nursing mothers like me because I can immediately hold my baby when I get home (which is only about 10 minutes from the center) since I'm not tired. At Marie France, you just lie down and everyone else has to work for you. Where can you get that kind of deal? Literally, you just lie down and you lose weight. What more can I ask for!"

Indeed, Lyn is a picture of true satisfaction. With a figure that has transformed from, according to her, "a huge American size 10" to "a sexy size 4"...who wouldn't be? "Now I can wear sexy clothes!" she exclaims. "It feels good to know that you can really lose weight if you want to."

Now everybody's asking how she did it. "Everyday I get compliments. People from the audience, people from the show, even a close friend of mine says, 'I have never seen you this thin before.' That's because before, when I used to workout a lot, I lost weight but I looked bulky. I lost on pounds but not on inches. Now I lose both inches and pounds. And whenever people ask how I did it, I always tell them – Marie France! Don't do anything, just Marie France. Just lie down at Marie France!"

With her new, slimmer Marie France body, she's more active, feels healthier, and looks much younger even with a 1-year old daughter in tow. What makes her really happy, of course, are the compliments her husband showers her everyday. "He says, 'My wife is so sexy.' Next to 'I love you', that for me is the best thing I hear him say."

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Per DTI-NCR Permit No. 6805, Series of 2005

AERIAL SHOT of submerged Calapan, Mindoro Oriental taken from an Air Force helicopter shows the extent of the damage. Helicopters were used to conduct rescue and inspection of the area. ROGER MARGALLO

120,000 await rescue in Calapan

LUCENA CITY—MORE THAN 120,000 individuals are awaiting rescue in Calapan City following floods brought by heavy rains, a Calapan official said.

Doy Leachon, Calapan City administrator, said at least 62 villages of Calapan were under water after a dike protecting the villages from the Bucayao River breached.

"We're in great need of more rescuers. If this kind of situation will last for some more days, we're afraid the lives of our people in remote areas would be in danger," the city official said in a mobile phone interview.

He said no casualty has been reported yet.

He said an estimated 20,274 families were suffering as a result of the rising floodwater.

Leachon described the evacuees in front of the city hall as "all wet and hungry."

He said the stock of relief goods could only last for a couple of days.

"Everyone is asking for food, medicines and dry clothes. We're really doing our best to cope with this emergency situation. We need help, badly," he said.

Leachon has appealed for assistance from the national government and the private sector.

The whole city is still without electricity and heavy rains continue to fall.

Ricky Valencia, a medical technologist from Victoria town, 36 km from Calapan, said the strong rains atop Mt. Halcon compounded the flooding.

"The rush of water from the mountain put so much pressure to the river system," he said.

"Most of the families were already staying on the roof with their precious belongings. They are waiting for rescue teams to save them," Valencia said.

Valencia said some unscrupulous boatmen were taking advantage of the bad situation.

"They charge P50-100 per passenger," he said.

Col. Ralph Villanueva, commander of the Army's 204th Infantry Brigade based in Mindoro, said they expect more rescuers from Manila and the military's Southern Luzon Command in Lucena City.

He admitted that the military rescue units in Mindoro also lack rubber boats to address the need for a massive evacuation of residents. *Delfin Mallari Jr., with a report from Gil Francis Arevalo, PDI Southern Luzon Bureau*

3 Filipino militants held briefly in HK

By Blanche S. Rivera

IMMIGRATION OFFICIALS DETAINED three Filipino activists for at least six hours at Hong Kong's Chek Lap Kok Airport yesterday as authorities, on the lookout for possible "trouble makers," heightened security measures in the run-up to the sixth Ministerial Conference of the World Trade Organization next week.

Dr. Carol Araullo, chair of the Bagong Alyansang Makabayan, Elisa Lubi of the militant women's group Gabriela, and Norma Biñas, vice president for international affairs of the labor group Kilusang Mayo Uno were questioned by immigration officials about their "WTO-related activities."

The three women are lead organizers of RESIST WTO, one of two major networks of anti-WTO groups in the Philippines that are recognized by the Hong Kong People's Alliance (HKPA), which is spearheading planned protest actions to coincide with the Dec. 13-18 international conference.

Araullo, Biñas and Lubi took an 8 a.m. flight to Hong Kong from Manila, but were kept in a holding area as soon as they passed Immigration around 10:40 a.m. yesterday, Bayan Secretary General Renato Reyes Jr. said.

Reyes said Immigration officials went through the women's luggage and interrogated them on their purpose in going to Hong Kong. The officials gave them no explanation for their detention, Reyes added.

"All questions were related to WTO protest activities, but there was no legal basis to detain them any longer," Reyes said.

The Filipinos were released at 4 p.m. after six hours of detention. They were allowed to keep protest shirts and streamers which Immigration officials had earlier questioned.

"What they are doing to us is pure harassment," Reyes quoted Araullo as telling him. "We have not broken any laws in Hong Kong or in the Philippines. We should not be treated this way. We are here to speak on the ill-effects of the WTO on poor countries like the Philippines. We are definitely not troublemakers."

Araullo, who was also active in the WTO protests in Seattle in 1999, is scheduled to speak in a forum on trade and war at the Victoria Park Causeway Bay on Dec. 14.

The detention of the three Filpinas came amid reports that the Interpol, the Immigration Department and security consultants were keeping a "blacklist of 300 troublemakers" who would be denied entry into Hong Kong.

Hong Kong's Sunday Morning Post reported that while authorities had denied keeping such a list, the Hong Kong security and police chiefs were prepared for the worst and would scrutinize people they think might cause trouble.

The WTO meeting is likely to see the biggest gathering of anti-WTO protesters from developing countries, who are fighting pressure by the United States and European Union on developing countries to further liberalize their policies on agriculture, industry and services.

A Filipino contingent of fisherfolks scheduled to leave for Hong Kong on Sunday, has been forced to look for a new hotel after the Panda Hotel in Kowloon canceled their reservations at the last minute.

Kilusang Mangigisda chair Bonifacio Federizo said the hotel had had "some trouble" with around 2,000 Koreans participating in the WTO protests who were also billeted there.

The management apparently decided to cancel all bookings of those involved in anti-WTO activities, Federizo said, adding his contacts in Hong Kong had obtained a refund of their reservation fees.

Baltazar Martin of SAMAMA KA said the owners of three boats rented by the KM and Tambuyog for an anti-WTO fluvial parade had also been harassed. Police have decided to tail the fluvial parade, which is being spearheaded by the Philippine contingent and will include delegations of small fishermen from various other countries in Southeast Asia, Martin said.

NEWSBRIEFS

SoKor president coming

SOUTH Korean President Roh Moo-hyun will be arriving in Manila on Dec. 14 for a two-day state visit. The Korean Times website said Roh's visit was part of his "summit diplomacy" focusing on economic cooperation in the Asian region and to improve Korea's ties with Malaysia and the Philippines. Roh is currently visiting Malaysia where he will also attend the Asean+3 Summit in Kuala Lumpur. From there, he will fly to Manila.

Nikko Dizon

'Dear Gloria, from Dubya'

US PRESIDENT George W. Bush has written President Macapagal-Arroyo a "warm and personal" letter urging her to step up efforts to stamp out terrorism in the country. A Malacañang source said the letter was personally delivered by US national intelligence chief John Negroponte. The source said Bush thanked the President for her continued support for his global war against terror. He, however, noted the presence of foreign terror groups in the country like the al-Qaida-linked Jemaah Islamiyah and urged Ms Arroyo to continue pushing for the passage of a local antiterrorism bill.

Gil C. Cabacungan Jr.

DepEd holiday guidelines

THE DEPARTMENT of Education yesterday warned its officials about soliciting gifts from subordinates and outside companies and organizations for their Christmas parties. In a memo issued Dec. 6, DepEd officer in charge Fe Hidalgo also warned "against pressuring public school children and their parents to make financial contributions for Christmas parties or gifts to be given to DepEd staff." She also reiterated the policy against caroling to solicit money during the Christmas season.

Alcuin Papa

Spain grants RP 30M euros

THE BICOL and Caraga regions are set to receive some 30 million euros, or around P1.8 billion, in aid from Spain in the next three years, the Department of Foreign Affairs said yesterday. A Filipino delegation that included President Macapagal-Arroyo's daughter Luli accepted the development package from the Spanish government in Madrid last week during the signing of the 5th RP-Spain Joint Commission for Cooperation Agreement. Spain is now the country's leading aid donor from the European Union, the DFA said. The assistance—at 9.5 million euros a year—will go to poverty alleviation projects and basic services in the two regions, counted among the poorest in the country.

Volt Contreras

Bonus for DOLE personnel

DEPARTMENT of Labor and Employment personnel had reason to celebrate during the agency's 72nd anniversary yesterday after Secretary Patricia Sto. Tomas told them they would receive P5,000 bonuses and other benefits. The bonus is not exclusive to the DOLE as all government employees are expected to receive it this month in time for the holidays. Also met with enthusiasm was Sto. Tomas' announcement that the DOLE with the help of the Development Bank of the Philippines would be acquiring two buses to use to ferry its employees. Sto. Tomas also said the employees would be informed later this month about how much they would be receiving from the department's provident fund.

Leila B. Salaverria

US Embassy reopens

THE US Embassy in Manila reopened Thursday after being closed for two days due to an unspecified threat, spokesperson Matthew Lussenhop said. The mission shut down its consular and visa services after receiving what it called a "plausible threat" over the telephone. The caller gave specific details about the embassy premises, triggering an alarm. The Swiss and Singapore missions also received anonymous calls warning of imminent car bomb attacks. "We are back to normal and all our public services are open," Lussenhop told AFP. "We made a thorough analysis of the security situation and we decided it was appropriate to reopen our public services."

AFP

Corrections

IN YESTERDAY'S issue, a front page story—"Most of GMA critics snub prayer breakfast for unity"—misstated that Speaker Jose de Venecia and evangelist Bro. Mike Velarde are opposition luminaries. The two are staunch allies of President Macapagal-Arroyo.

* * *

IN THE jump of the story "In search of heroes, nation hails SEAG athletes in parade" on Page A8 of the Dec. 8 issue, the name of the Games' most bemedalled Filipino athlete, with three golds, a silver and a bronze, should have been Miguel Molina, not Miguel Mendoza.

* * *

IN THE Dec. 7 issue, the caption of one of the photos should have read Dina Pilar instead of Angie Limbacco of Samsung. The caption of another photo should have read Nonna Nanagas of Dentsu for Toyota instead of just Dentsu Advertising for Toyota.

* * *

IN THE Dec. 5 issue, a story titled "Jim Paredes takes a different sort of hike," which appeared in the Lifestyle section on Page D1, identified the subject in the blurb as an "ex-APO member." Paredes is still a member of the Apo Hiking Society and has never left the group.

* * *

Readers may send their requests for correction of factual errors in writing to the Day Desk, Philippine Daily Inquirer, PDI Building, Chino Roces Avenue corner Mascardo Street, Makati City, fax Nos. 897-47-93/94; e-mail address: daydesk@inquirer.com.ph.

Complaints about lack of fairness or objectivity may be sent to Lorna Kalaw Tirol, readers' advocate, e-mail address: readersadvocate@inquirer.com. ph or fax Nos. 897-47-93/94, Attn: Readers Advocate. Her phone number is 897-8808 Local 342.

Zobel family matriarch dies in Spain; 98

MERCEDES ZOBEL MCMICKING, MATRIarch of the Zobel family in the postwar years, passed away in Sotogrande, Spain, on Dec. 3 at the age of 98.

Between 1929 and 1946, McMicking was a partner in Ayala y Compañia before becoming a director of Ayala Securities Corp.

Known for her quiet leadership, McMicking was an important decision-maker in the corporation and was consulted on the most senior appointments.

Born in Manila on May 5, 1907, she married Col. Joseph McMicking, a United States intelligence officer, on April 16, 1931. Colonel McMicking is credited with being the brains behind the development of modern Makati after World War II.

Perhaps more than her business interests, Mercedes McMicking doted on the civic organizations she founded and supported.

She was an incorporator of White Cross, a home for orphans and children of tuberculin patients. Today, White Cross houses and cares for nearly 400 children.

Along with her husband, Mrs. McMicking in 1961 founded the Filipinas Foundation Inc., one of the first corporate foundations in the country.

It is now known as the Ayala Foundation Inc., the sociocultural development arm of the Ayala group of companies.

She was also active in religious organizations such as the Catholic Women's League, Damas de Caridad, Catholic Aid Association, Don Bosco schools and charities, and Tuloy Foundation Inc., among others.

In 1957, she was conferred the title of Lady of the Holy Sepulchre by the Apostolic Nuncio to the Philippines, Archbishop Egidio Vagnozzi, in recognition of her service as a Catholic lay leader.

Jaime Zobel de Ayala, her nephew and chair of the Ayala group of companies, said: "We deeply mourn her passing. She was a guiding spirit for the family and an embodiment of comfort and strength."

McMicking lived in the Philippines most of her life. In recent years, she moved to Spain but returned to the Philippines every year to check on her civic projects. It was her wish to be buried in the Philippines, the country she always considered home. The body will be flown in from Spain but funeral arrangements still have to be finalized.

Funeral Mass will be held on Saturday at 8:15 a.m. at the Santuario de San Antonio at Forbes Park in Makati.

THE DAILY GOSPEL

Friday, December 9, 2005
2nd Week of Advent

1st Reading: Is 48:17-19
Gospel: Matthew 11:16-19

Jesus said to the crowds, "Now, to what can I compare the people of this day? They are like children sitting in the marketplace, about whom their companions complain: 'We played the flute for you but you would not dance. We sang a funeral-song but you would not cry!'

"For John came fasting and people said: 'He is possessed.' Then the Son of Man came, he ate and drank, and people said: 'Look at this man! A glutton and drunkard, a friend of tax collectors and sinners!' Yet the outcome will prove Wisdom to be right."

Commentary

We keep returning to our need for conversion: to stop doing what we are intent on and to begin to live as those intent on the coming of God in history and our lives. Are we acting more like children sitting in the marketplace complaining and whining and finding fault with everything? Do we resist the penance and asceticism of John that calls for laying bare our lives that have collected a lot of excess—and do we also resist the call of Jesus for making peace with our enemies, asking for forgiveness and reaching out to those around us that we condemn? Is there any Wisdom revealed in our words and wants? Wisdom, come and lay bare our minds and souls that we might be a friend to God who is a friend to sinners.

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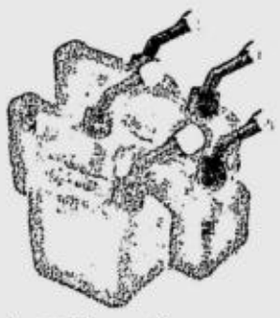

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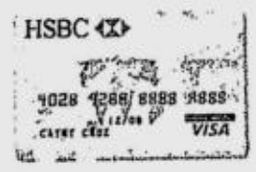

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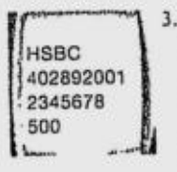

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Luisita, workers end 13-month labor strike

From page A1

workers and supporters killed, "a historic victory for the people of Hacienda Luisita."

In the bag

"The workers and the people of the hacienda have proven that they can withstand the combined might of one of the most powerful clans in the country and the military and bureaucratic apparatus of the Arroyo government and be able to decisively end the strike with all their major demands in the bag," they said.

The estate management also agreed to take back 34 dismissed union officers of Catlu and 52 retrenched officers and members of Ulwu.

Ulwu president Rene Galang and Catlu spokesperson Rene Tua honored the 13 workers and supporters who died in the military and police strike dispersal operation last year and other strike-related violence.

"On this occasion, we pay tribute to the 13 martyrs of Hacienda Luisita whose supreme sacrifice made possible the victory of the people of the hacienda," they said.

Saving SDO

With the controversial labor issue behind it, Hacienda Luisita Inc., the corporation that manages the 4,915-hectare sugar estate owned by the family of former President Corazon Aquino, yesterday expressed confidence that it could work out a solution to save the 16-year-old SDO agreement between the Cojuangcos and the estate's workers.

HLI lawyer Vigor Mendoza II said the agrarian reform issue would now be easier to solve because the labor problems that gave rise to the farmers' clamor for the revocation of the SDO and for land distribution had been settled.

"The SDO itself is not bad, it may just need improvement. We're exploring options. Maybe their [the farmers'] ownership of land can exist side by side with their employment in the HLI. Maybe we just need to revise the SDO," he said.

In two referendums in 1989, 96 percent of the almost 6,000 Hacienda Luisita farmers voted for the SDO scheme under which they would be given shares in HLI instead of actually acquiring ownership of the land under the Comprehensive Agrarian Reform Program.

Investigation

The government last year initiated an investigation into the farm workers' allegations that the estate management had violated various provisions of the SDO agreement.

Task Force Luisita created by the Department of Agrarian Reform recommended the cancellation of the SDO and the distribution of the sugar estate to the farm workers.

A validation committee formed by the Presidential Agrarian Reform Council to review the task force's findings voted on Tuesday to uphold the DAR's recommendation to cancel the Luisita SDO agreement.

The committee will submit its final resolution to the 25-member PARC executive committee which will vote on the Luisita case on Dec. 13.

Final say

The PARC, which is chaired by President Macapagal-Arroyo, is the highest decision-making body on agrarian reform issues and has the final say on SDO revocations.

Mendoza said a PARC decision on the Luisita SDO may only complicate matters and make it harder for both sides to come to an agreement.

"It will make things more difficult. We will be filing cases and that will take a long time. We don't solve the problem [that way]," he said.

The hacienda management told a PARC hearing on Nov. 22 that it did not recognize the DAR's jurisdiction on the Luisita case and that it would question in court any unfavorable decision against the estate.

Mendoza said the government should give the HLI management and the farm workers more time to work out an agreement on the SDO issue before coming out with its final decision.

Toward amicable settlement

"Perhaps with a little tinkering with the SDO, we can improve it. The point of the DAR in revoking the SDO, after all, is that the farmers' lives had been miserable. Maybe we can improve that," Mendoza said.

He said the two parties could enter into an amicable settlement as they did on the labor issue, and show the government that the SDO could be retained.

"These farmers are organized unions. They have lawyers and consultants. It's not as if they don't know what they're doing," Mendoza said.

Catlu and Ulwu said the end of the strike was but "one chapter in the struggle of the hacienda people."

"The strike has paved the way for the revocation of the stock distribution option in the hacienda. We will continue to cultivate the land and work for its eventual transfer of ownership to the people," they said.

Marathon sessions

The hacienda management and the two unions hammered out the terms of the agreement to settle the labor dispute in marathon negotiations on Monday at the United Church of Christ in the Philippines compound in Quezon City.

The unions said the most sensitive issues that took time to resolve were the reinstatement of the dismissed union officers and members and the recognition of the two unions as the sole bargaining agents of the workers.

Under the memorandums of agreement, Ulwu and Catlu would remain the bargaining agents of the hacienda workers.

The new CBA for Catlu was signed yesterday while negotiations for a new CBA for Ulwu will follow as plantation operations normalize.

The agreements also gave Ulwu the right to harvest and get the proceeds from the standing sugarcane crop worth about P30 million.

Financial aid

In addition, Ulwu chapters in the 10 barangays comprising the hacienda will receive P200,000 each as financial assistance for crop production.

The plantation workers will retain all their rights as stockholders of HLI.

Catlu's P21-million financial package in a new CBA includes a daily wage increase of P15—retroactive to July 1, 2004 until the end of the strike, a signing bonus of P13,000, Christmas bonus and other benefits.

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Former Capas mayor gets prison term for failing to account for P1M

By Nelson F. Flores

THE SANDIGANbayan 4th Division yesterday sentenced to a brief prison term a former mayor of Capas, Tarlac, for failing to settle P1 million worth of disallowed cash advances.

Sentenced to jail for a period of eight to 20 months was Hermes Frias Sr. who was found guilty of violating Article 218 provision of the Revised Penal Code on the "failure of an accountable officer to render accounts."

The division's presiding justice, Associate Justice Gregory Ong, said the prosecution had sufficiently established that "Frias failed to render an accounting to the Commission on Audit for a period of two months after such accounts should have been rendered."

Court records show that sometime in 1997, the Tarlac provincial auditor Lualhati Abesamis conducted a cash count and audit of the financial statements of Capas, particularly Frias' cash advances.

Disallowed

During the audit examination, Abesamis disallowed the amounts of P50,000 and P950,000 covered by two disbursement vouchers filled out by Frias.

Despite several demands, Frias failed to make the required liquidation.

The records also showed that before the audit examination of Frias' cash advances, Abesamis discovered a shortage in the cash accounts of municipal treasurer Norma Panganiban amounting to P3.4 million.

Abesamis found that part of the money that Panganiban supposedly returned came from Frias' unliquidated cash advance of P950,000.

In his defense, Frias said the money had been legally spent and that he did not benefit from it.

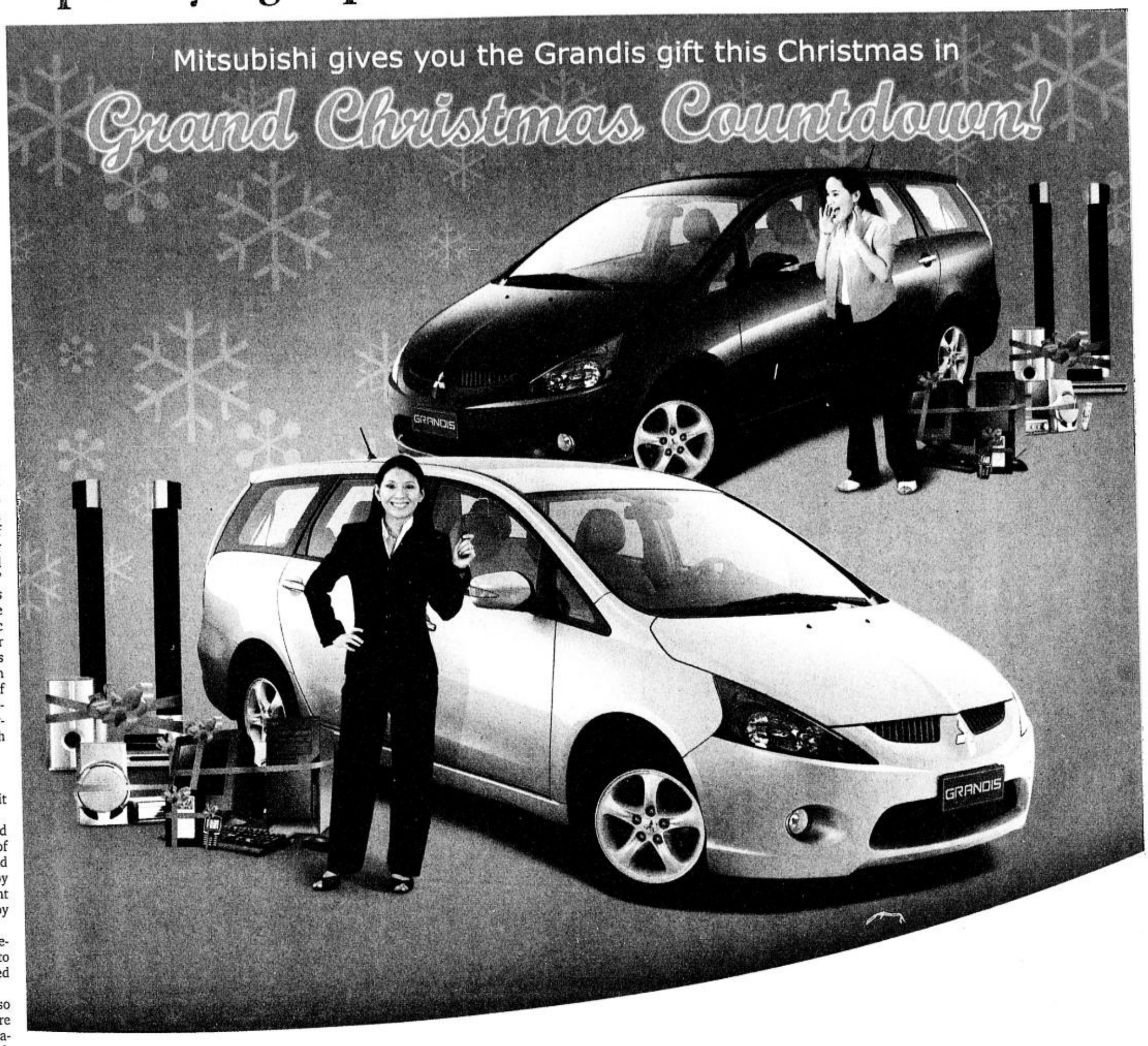
He also explained that the P50,000 was used for the purchase of supplies and materials for the maintenance of the Capas public market and that the P950,000 was used to meet certain obligations incurred by the municipal government.

Frias admitted having the notice of disallowance sometime in 1998 but was not able to make the required liquidation, claiming it "escaped [his] mind."

He said he was busy preparing for his reelection campaign at the time. After being reelected, however, he was charged with murder and detained for three years and 10 months before being acquitted. He said he was preoccupied with his defense and thus overlooked the notice of liquidation.

No defense

But the anti-graft court said that whether Frias benefited from the transaction was irrelevant as "benefit on the part of the accused" was not an essential element of the felony he was being charged with.



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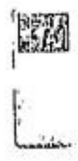

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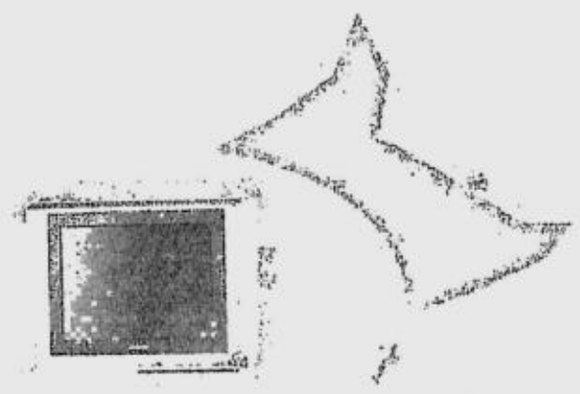

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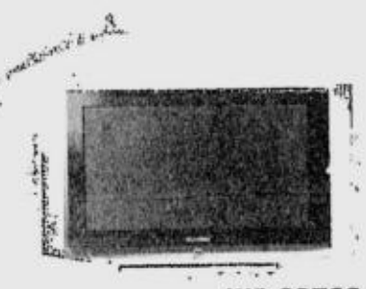

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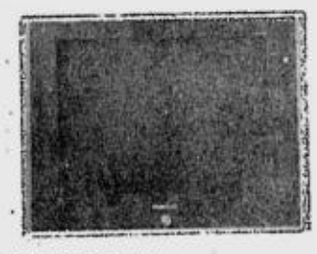

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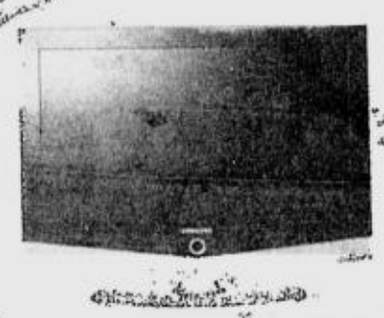

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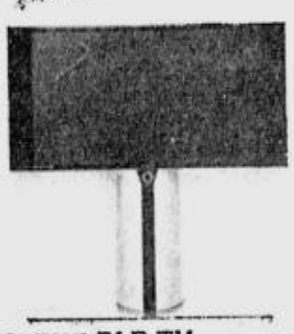

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One day in the life of a newspaper

From page A1

"President calls for shift in parliamentary system" to "President preempts planned mass resignation."

10:00 p.m. The final edition of the July 8 issue is put to bed.

11 p.m. Some editors and reporters have a late dinner-briefing with an opposition senator somewhere in Makati. He confirms our scoop that key officials were bolting Ms Arroyo's Cabinet the following morning. He provides more details—and names.

Talk of a mass resignation in the Cabinet, supposed to trigger Ms Arroyo's downfall, had been percolating the last 48 hours. She had apparently got wind of the plan and announced a Cabinet revamp.

11:30 p.m. One of the editors at the dinner gets a tip that ex-President Cory Aquino went to see President Arroyo to ask her to resign. Cookie Micaller, a newsdesk editor assigned to the Day Desk, alerts reporters.

July 8, Friday

7:30 a.m. The editor in chief calls Cookie, talks to her about the possible thrust of the day's coverage and tells her to make sure all bases are covered. It would be the first of many calls that day from the editor in chief before she gets to the office.

8 a.m.: Cookie calls Reporter 4 Fe Zamora, Palace reporter Christine Avendaño and Finance reporter Michelle Remo. She fills them in on the planned (we're not sure it will happen at this time) 10 a.m. press conference by the quitting Palace officials (now known as the Hyatt 10). They get their assignments keeping in mind the ramifications of the event and how it should be covered.

Metro Desk reporter Jocelyn Uy is assigned to keep watch around the Hyatt premises. All reporters are told to expect the unexpected.

8:15 a.m. Cookie calls Palace Reporter 4 Gil Cabacungan Jr. and tells him to stand by in Malacañang. Luige del Puerto, at Camp Crame and Dona Pazzibugan, at Camp Aguinaldo, are instructed to monitor movements in the police and military camps. Juliet Javellana (Senate), with TJ Burgonio (Senate), as well as House reporters Mike Ubac and Philip Tubeza, are assigned to stick close to their beats. They always do but the Day Desk doesn't want to miss out on anything. Not on this day.

10 a.m. The President's core economic team, led by Finance Secretary Cesar Purisima, announces at a press conference at the Hyatt—just as the INQUIRER reported that morning—their irrevocable resignations. They call on Ms Arroyo to step down and give way to Vice President Noli de Castro.

Our reporters call in that the military and the police have placed Metro Manila under the highest state of alert. The military says it will stay neutral.

Sensing blood, other editors stagger into the newsroom earlier than usual. They monitor the fast-breaking developments, make telephone calls to their own news sources, scour the news wires and the TV news.

The two TV sets in the news room are no longer enough. A third set is wheeled into the editors' lounge.

One editor has an ear glued to the radio and the other to the phone, while also keeping his eyes fixed on the TV screens. He is also clutching a tape recorder, transcribing interviews caught on radio and TV.

The four phones at the Day Desk don't seem to be adequate to accommodate incoming and outgoing calls. I am looking at the larger picture with the other editors and consulting with the editor in chief on the possible angling of the stories. While we avoid editorializing, we have this thing about drawing our readers' attention to the significant telling details in news stories, the better for them to understand what is going on in the country. No mindless objectivity for the INQUIRER.

11:00 a.m. Day Desk meets for pre-story conference. On deck are Associate Editor Chato Garcellano, Boy del Mundo, another wire veteran who skipped his regular tennis day to help out, Ruben Alabastro, Cookie and Day Desk Chief Nilo Paurom.

While they meet, Gil calls from the Palace to report that Ms Arroyo is presiding over a meeting of two-thirds of her Cabinet.

Gil tells the Desk that the Vice President is present at the Palace meeting—a significant detail that indicates De Castro has not defected. Reporter 4 Cynthia Balana is assigned to keep an eye on De Castro's moves.

At the Day Desk discussions, ideas fly. Editors agree on one thing: Amid the flurry of developments, reporters must give the Desk a sense of what's happening behind the scenes. Need for "inside stories" is foremost.

Questions come fast: What's the mood in Malacañang? Where's GMA? Are there unusual troop movements? What's the opposition up to? Where are the "usual suspects"? Are any of GMA politicos jumping ship? Any reaction from Big Brother, the US Embassy? What's the action in the provinces? Our 100 correspondents throughout the country are on their toes.

11:30 a.m.: Cookie relays the editors' questions to reporters. One reporter is told to keep close watch at the airport for any unusual movements. Is it true a plane is on standby to fly Ms Arroyo out of Manila? Some reporters call in early news summaries, usually a two-paragraph outline of stories from their beats.

11:45 a.m.: News summaries from the provinces start coming in, earlier than usual.

1:30 p.m.: Advertising finalizes page dummies. Day Desk tells Advertising it needs more pages for news. The unusual happens: Advertising yields.

More editors come in.

1:00 p.m.: Loyal Cabinet officials, led by Executive Secretary Eduardo Ermita, declare their support for the President. House Speaker Jose de Venecia joins them.

1:30 p.m.: Between phone calls, Cookie prepares the story lineup containing the reporters' news summaries. The lineup is to be distributed to each editor for discussion at a round table news conference. The conference will determine which stories will be published the following day and on what pages.

2:00 p.m.: Dummies are distributed to section editors so they could plan and lay out their pages.

2:00 p.m.: Word comes in that Sen. Manuel Villar is meeting with Nacionalista Party members. A reporter calls in about Villar's party leaving up to GMA the decision whether to resign or not.

2:30 p.m.: Cookie finalizes the story lineup.

3:00 p.m.: Desk is alerted that former President Aquino is holding a press conference soon. Watch for it on TV. And there she is, appealing to Ms Arroyo to make the "supreme sacrifice." She says GMA rejected the idea when she raised it in private the night before.

No rest for the weary. About the only break editors are getting is the hurried, nervous puffs they're taking in the lobby of the 3rd floor newsroom. The tanks of ash trays pile up with mounds of cigarette butts, some smeared with lipstick.

After Cory Aquino, the Makati Business Club and the Financial Executives Institute of the Philippines also urge GMA to resign.

The Liberal Party president, Sen. Franklin Drilon, withdraws support from Ms Arroyo, also calls on her to step down. One editor mutters under his breath: This is it, she's done.

Minutes later, Manila Mayor Lito Atienza, LP chair, goes on the air: What Drilon said is not true. LP has made no such party stand, Atienza claims. So, the LP is split.

3:00 p.m. News Editor Jun Engracia is in charge of closing Page 1 today. He calls the regular story conference. Each holding a thick sheaf of papers containing the reporters' news summaries, the editors talk about the merits of each story, its strength, its weakness.

They decide which stories will appear on the front page, which in the inside pages. Which can be put on hold. Ideas are tossed around. There are arguments, mercifully, brief.

A senior photographer comes in with a handful of photographs for the editors to choose from.

Finally, seven stories are selected for Page 1. The front page lineup includes a think piece by INQUIRER columnist Amando Doronila. His article should help readers make sense out of the day's rapid developments that spell political uncertainty.

3:30 p.m.: The story list is done. The editor assigned to handle the front page for the day coordinates with the editor in chief, the photo editor and the Art Section in laying out the Page One look.

4:00 p.m.: Stories are farmed out to particular editors for processing. Related stories are merged and whipped into single stories.

5 p.m.: The eyes of the editors are suddenly riveted to the TV sets. Former President Fidel V. Ramos has arrived at Malacañang. He assures Ms Arroyo of his "unwavering support." But he also proposes a "graceful exit" for her.

5:30 p.m.: A tip comes in that Ms Arroyo is leaving the Palace. News editor calls reporter Nikko Dizon at the airport: There's a rumor that Ms Arroyo is flying out. We hear rumors she might go to Cebu. Check all planes—commercial and private.

New word comes in: The President is going to Sulo Hotel instead. At Sulo, she is surrounded by cheering (?) members of the ruling Lakas Party. Ramos is at her side, giving a thumbs-up sign looking like a White Knight in Shining Armor. The 4-foot-11-inch woman in flaming red stands tall.

6:00 p.m.: In a taped message, Ms Arroyo again rejects all calls for her resignation. Malacañang announces temporary replacements for resigned Cabinet officials. The President gets another boost when the Philippine Chamber of Commerce and Industry says it opposes any move to force her to step down.

The latest newsbreaks mean more work for the editors.

Night closes in. From Edsa, which other INQUIRER reporters are closely watching for any gathering of people—no news so far. Tension eases in the newsroom—somewhat.

6:00 to 7:30 p.m.: The Maddening Hours: Editors furiously edit, rewrite and merge and rewrite stories.

Opposition leaders and civil society groups start converging on Ayala Avenue. INQUIRER reporters and photographers are on the scene, watching for any signs of People Power. Oh no, editors groan. We may have to change the entire Page 1. No changes until deadline for the first edition.

The news day is done.

Cookie starts calling reporters about the next day's news coverage.

8:00 to 8:30 p.m.: The News Desk makes last minute changes on Page 1 stories to update them. The last photo captions are refined.

8:30 to 9:30 p.m.: Under the direction of the editor in chief, the night editor oversees late-breaking news. Corrections to the first edition are made.

10 p.m.: Final edition rolls off the presses.

July 9, Saturday

12 midnight: Lights still on in the newsroom, the night editor watches for any late-breakers.

2 a.m. Hot off the presses and still smelling of soya ink, copies of the INQUIRER are loaded onto trucks for delivery to the north and south of Manila. (We have presses in Davao and Cebu.)

2 to 6 a.m.: As the nation sleeps, over 250,000 copies of the INQUIRER are being delivered around the country by land, sea and air.

The headline screams: 'I WILL NOT RESIGN'.

What is a Day Desk?

IN THE WORLD OF NEWSPAPERS, IT is a small group of three or four editors who come in earlier than the rest of the staff. It is headed by a Chief (Nilo Paurom in the Inquirer). Whenever necessary as in big breaking news or major coverages, it is backstopped by some senior editors.

Its job is to:

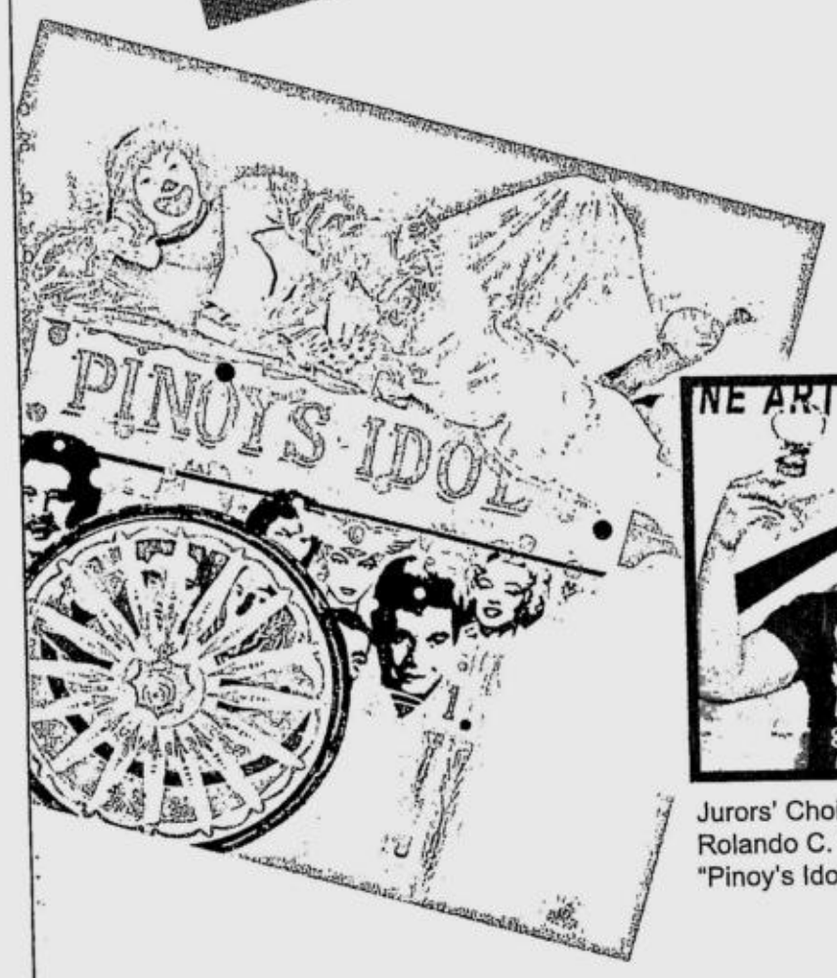
- determine all the possible news events scheduled for the day
- anticipate events, its consequences/implications
- stay on top of news, particularly "breaking news"
- quarterback the news and photo coverage, deciding which reporter should cover a particular event
- determine if artwork or graphics are needed for stories; "flashback," "fast facts," "In the know," etc. are required to put news in context or background it.
- monitor radio, television and foreign news wires.

Under the Day Desk are 32 reporters—covering Malacañang, Congress, key government agencies, military and police—and photographers.

Day Desk also counts on the vast reach of the National section, which has four bureaus and almost 100 correspondents across the country.

Inspiration Becomes An Art Form

Grand Prize Winner Crispin Villanueva Jr. receives a check worth PhP300,000 for his work "Something's Missing But Something is Found", from Philip Morris Philippines Manufacturing Inc. Managing Director Chris Nelson and Congressman Florencio 'Bem' Noel.



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The WORLD

Editor Luverne B. Gueco

Air marshals kill passenger in Miami after bomb threat

MIAMI—US AIR MARSHALS ON WEDNESDAY shot and killed an American Airlines passenger who claimed to be carrying a bomb in his backpack at Miami International Airport.

Federal officials said the 44-year-old American made threats and indicated he had a bomb in his bag as he was boarding a flight that had arrived from the Colombian city of Medellin and was heading to Orlando, Florida.

The man, who arrived in Miami from Quito, Ecuador, was identified tentatively as Florida resident Rigoberto Alpizar.

Authorities said he was confronted by two air marshals on board the Orlando-bound plane and shot.

Many details of the shooting remain confused, but officials in Washington said the man tried to flee, ignored an order to put his bag on the ground and was shot on the passenger gangway.

Law enforcement officials in Miami gave a sketchier account.

They said the incident began on the plane but were not specific on precisely where the shooting occurred.

"The passenger then reached into his carry-on bag, at which point, consistent with air marshal training, the air marshals took the appropriate actions. Shots were fired as the team attempted to subdue the subject," said a Department of Homeland Security spokesperson.

The shooting triggered a scramble by air marshals to guard airports across the United States against possible attacks. But Jim Bauer, special agent in charge of the federal air marshals' Miami office, said investigators found no immediate evidence of a "nexus to terrorism" and no sign of a bomb.

"There were no explosives involved, that we're aware of at least, on this plane," Bauer told a news conference outside the airport terminal.

A woman who said she was an eyewitness told NBC television's Miami affiliate, WTVJ, that the man's wife had screamed "My husband, my husband," and said he had bipolar disorder and needed medication.

"Her husband ran through the aisle frantically. She ran after him and all of a sudden there were four or five shots," passenger Mary Gardner told the station by telephone.

Federal officials said they could not comment on the allegation that the suspect might have been mentally ill.

Concourse D at Miami International Airport was briefly evacuated and closed down while police snipers, dogs and SWAT teams took up positions around American Airlines Flight 924, a Boeing 757, which arrived from Medellin, Colombia at 12:16 p.m. and was due to leave for Orlando at 2:18 p.m.

The rest of the plane's 113 passengers were ordered off the plane with their hands in the air and briefly sequestered. None contacted by Reuters had witnessed the incident.

Other flights in and out of Miami were not affected.

Passengers' luggage was taken off the plane and laid out in lines on the tarmac, where police dogs were led around sniffing for explosives, television images showed. At least one bag was blown up in a controlled explosion.

American Airlines' parent company, AMR Corp., said the incident involved an air marshal who had been on the flight from Colombia but federal official declined to comment on what they called "operational details." *Reuters*

A COMPUTER-generated image released on Oct. 8, 2004, produced by scientists, shows an image of how the late singer and songwriter John Lennon would have looked if he were still alive. Lennon, a former member of the legendary band "The Beatles," was shot dead 25 years ago on Dec. 8, 1980. REUTERS

Patriot Act shown to be no 'magic bullet,' says expert

TAMPA, FLORIDA—THE US GOVernment's failure to convict a former professor accused of being a key figure in a Palestinian terrorist group suggests the Patriot Act is not the "magic bullet" some prosecutors thought it would be, an expert says.

In a stunning blow to the government, fired University of South Florida professor Sami Al-Arian was acquitted Tuesday of nearly half the charges against him, and the jury deadlocked on the rest. More than 80 witnesses testified during the five-month trial.

"I think it's a setback for the government, and I think it might illustrate that the Patriot Act might not be the magic bullet prosecutors thought it was when it was passed," said John J. Farmer, a former New Jersey attorney general and federal prosecutor who served on the commission that investigated the Sept. 11 terrorist attacks.

Al-Arian's indictment in 2003 was hailed by the government as a triumph of the Patriot Act, which allowed secret wiretaps and other intelligence collected over nine years to be used to charge Al-Arian and others with supporting the Palestinian Islamic Jihad. Before the law, it was more difficult for prosecutors to access information gathered by intelligence agents.

The government said the law allowed it to tear down the PIJ's North American cell and prosecute its leaders. Critics said the law allowed government agents to overstep and persecute a man who was merely a vocal activist for the Palestinian cause.

Farmer said the verdicts call into question the ability of prosecutors to use secretly gathered intelligence as evidence in a criminal case. He noted that intelligence investigations are not designed to provide proof beyond a reasonable doubt, which is the standard in a criminal court.

"I think what this really signifies is that the criminal law has significant weaknesses as a tool in fighting domestic terrorism," he said.

In this case, the intelligence was presented to jurors in the form of hundreds of transcripts of telephone calls and faxes in which Al-Arian and his co-defendants discussed the mission and future of the terrorist group, and appeared to celebrate suicide bombings that killed Israelis. *AP*

World marks 25th year of Lennon assassination

NEW YORK—NEW YORK WAS the centerpiece Thursday of the bitter jubilee of the murder of pop icon John Lennon 25 years ago—an act which became one of the defining moments of the 20th century.

A memorial service was to be held in Liverpool, Lennon's birthplace, before the focus of commemorations turned to New York where the ex-Beatle was gunned down, two months after his 40th birthday.

There was a risk of confrontation however as New York authorities have declared that Lennon fans will not be able to stage an overnight vigil in the Strawberry Fields section of Central Park, outside the Manhatten apartment block where Lennon lived and was shot.

But hundreds, if not thousands, of fans are expected to go to the park to pay tribute to the writer of "Imagine" and countless Beatles hits of the 1960s.

The mentally deranged Mark Chapman was waiting on the steps of the Dakota apartment block on the night of Dec. 8, 1980 as the musician returned from a recording studio.

Chapman had asked for his autograph hours earlier. "Mr. Lennon!" he shouted and a handgun was aimed and five bullets fired at the rock world's preacher for peace.

"I'm shot," Lennon declared in his final gasp.

Lennon will be remembered at events around the world, ranging from a concert in the Cuban capital, to exhibitions in Paris and other cities on top of the commemorations in Liverpool and New York.

The Sirius Satellite Radio network in the United States was to host a four hour-long "Lennon Live" tribute which will feature live performances from rock and pop stars Dave Matthews, Paul Weller, Dr. John, Daryl Hall and Stereo MC's and Lulu.

The performances were to be staged at London's Abbey Road Studios and the Sirius studios in New York.

But fans who converge on Strawberry Fields will not be allowed to stay past the park's usual 1 a.m. curfew, despite the pleas from vigil organizers.

Candido Bonilla, who helps organize the annual gathering, said New York should make an exception to the rule given Lennon's worldwide appeal, the Newsday newspaper reported.

"He was a great leader of our time," Bonilla said. "We feel the least the city should do is to allow the vigil to go uninterrupted, to let it run its course."

A quarter century after Lennon's death, a struggle remains among his family, friends and fans for control of the former Beatle's legacy.

Defining Lennon has become a cottage industry with exhibitions, memoirs, album reissues, documentaries and even a Broadway musical and a looming film.

His widow, Yoko Ono, now 72, remains the gatekeeper of the Lennon legacy and chief protector of his posthumous image. *AFP*

China mine blast kills 74

TANGSHAN, CHINA—A GAS EXplosion at a Chinese coal pit has killed at least 74 miners, state media said on Thursday, notching up another statistic in a grimly predictable series in the world's deadliest mining industry.

And just hours after the state news agency broke the news of the deaths in northern Hebei province, it said seven miners had been trapped in a flood at a mine in Jilin province in the northeast. One has since been rescued.

Thirty-two were still missing in freezing temperatures at the Liuguantun colliery in Tangshan, 180 km east of Beijing in Hebei, after Wednesday's blast.

Xinhua news agency said initially that 186 miners had been working in the pit at the time but later revised the figure to 106. The State Administration of Work Safety put the number in the pit at 123.

Police struggled to hold back hundreds of relatives crowding around the mine's entrance hoping for information. But with high gas levels inside the shaft, rescue efforts were going slowly.

"This is the first accident at a mine around here. I'd heard that it had a problem with the ventilation which trapped gases underground and caused the explosion," said He Wenping, who works at a nearby colliery and has been a miner for 32 years.

Local people said most of the miners were from poorer, inland parts of China.

Families of the dead would each be compensated 200,000 yuan ($24,770), state television said. *Reuters*

DVD, DVD! Pirates hawk bootleg movies in N. York

NEW YORK—EVERY EVENING rush hour, hustlers lugging bags full of bootlegged movies walk the aisles of New York's subway trains, brazenly calling out "two for five dollars!"

At those prices, the DVDs, often of current Hollywood blockbusters, sell well, despite laughable sound and picture quality. Few customers seem to care that the copies were made illegally.

Bootleggers apparently have little to fear, either. Under state law, people caught videotaping inside a movie theater face a maximum fine of $250.

As part of its worldwide campaign against piracy, the film industry is pushing for tougher penalties for smuggling a camcorder into a cinema in New York, which has the country's worst bootlegging problem and some of the weakest penalties for those caught in the act.

A bill pushed by the Motion Picture Association of America would make operating recording equipment inside a theater a criminal misdemeanor, raising the maximum punishment to a $1,000 fine and a year in jail.

Making the crime a misdemeanor also would empower police to arrest violators on the spot, rather than the current practice of issuing them summonses.

People caught for a second time would be charged with a felony.

"We have to do something, because right now there's no risk," said William J. Shannon, a Yonkers-based deputy director of the MPAA's US antipiracy operation. "Right now, you're looking at something about the same as a parking ticket."

Legislators, film industry representatives and lawyers met Wednesday in Manhattan to discuss the new proposal, which would make New York one of several states to adopt tougher rules on movie piracy in recent years.

But the bill isn't without critics.

Defense Attorney Marvin Schecter warned during Wednesday's discussion that, as currently written, the tougher penalties would apply to an obnoxious 16-year-old who holds up a camera phone during the coming attractions to snap a photograph of the screen.

Pace Law School professor David N. Cassuto likened the use of tough criminal penalties to attack the lowest-level offenders in pirating operations to "using a howitzer to solve a roach problem." *AP*

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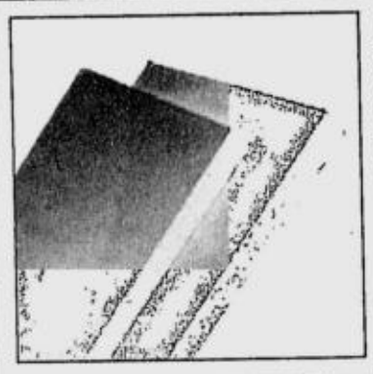

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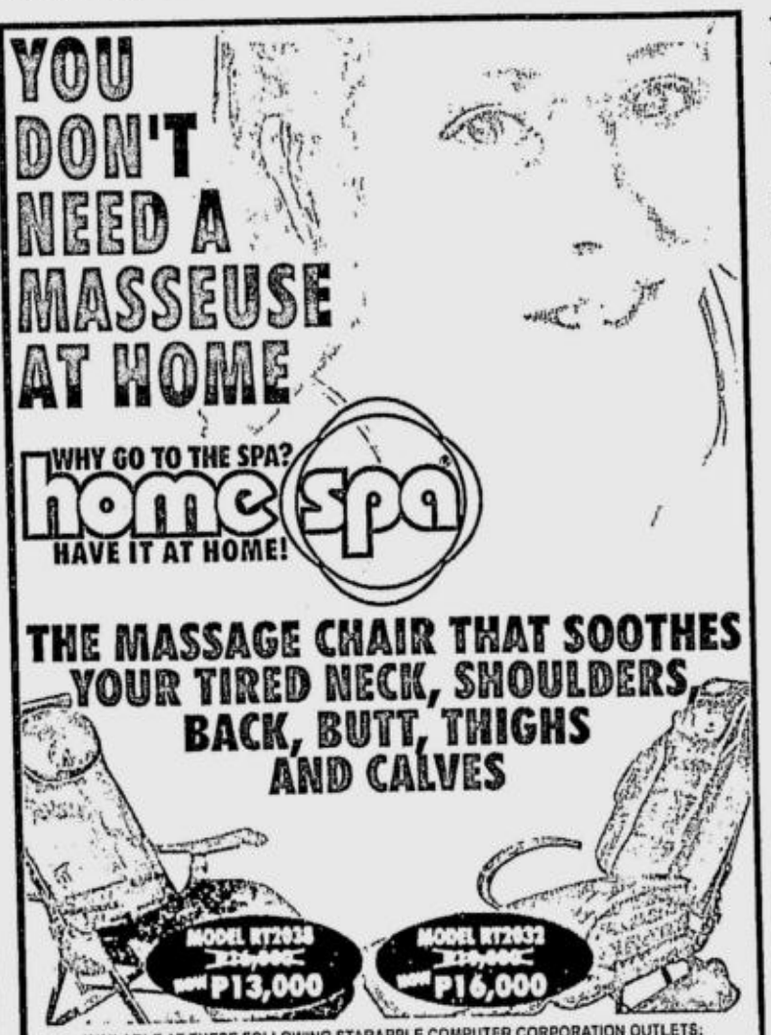

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Emotional funeral for Iran crash victims

TEHRAN—TENS OF THOUSANDS OF mourners packed central Tehran on Thursday for a mass funeral of victims killed when a military plane ploughed into a densely populated area of Tehran.

The official news agency IRNA has put the latest death toll from the crash at 106, including 68 journalists and photographers who were traveling on the plane to the south of the country to report on Army exercises.

Fifty-five of the 82 charred bodies that authorities have managed to identify were being buried in Thursday's ceremony, which saw the victims given full military honors and tearful speeches from journalists and officials.

Even ordinary people turned up to pay their respects as the coffins rolled by, covered in flowers and the Iranian flag.

"We wake up early every day and watch Hamid Reza Kheilka on the television," Mohammad Alipour, a civil servant, said of one of the dead state media reporters.

"We started the day with him. Even our children woke up with the sound of his voice," said his wife, Zoreh Ghazalkhan.

The Lockheed C-130 transport workhorse—bought from the United States before the Islamic revolution nearly three decades ago and starved of spare parts—crashed in a heavily-populated area Tehran on Tuesday. *AFP*

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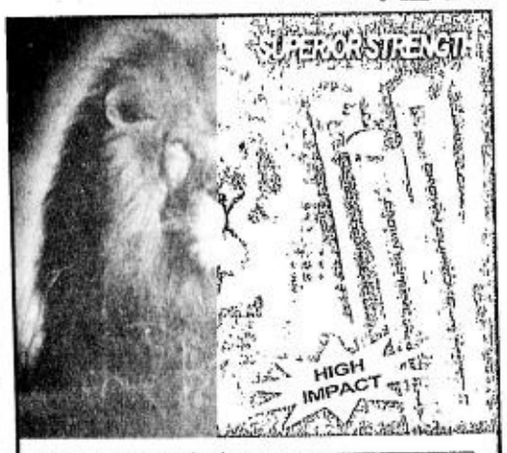

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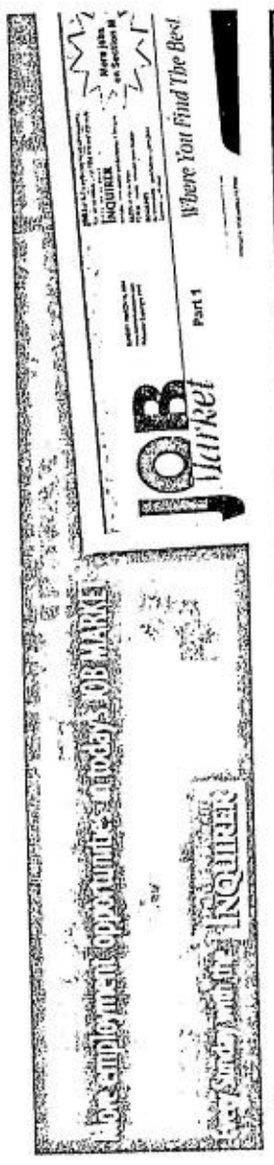

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All particulars relative to Eligibility Statement and Screening, Bid Security, Performance Security, Pre-Bidding Conference(s), Evaluation of Bids, Post-Qualification and Award of Contract shall be governed by the pertinent provisions of R.A. 9184 and its Implementing Rules and Regulations (IRR)

The complete schedule of activities is listed, as follows:

Activities	Schedule	
1. Issuance of Bid Documents	07-23 December 2005	9:00 A.M. – 2:00 P.M.
2. Pre-Bid Conference	27 December 2005	2:00 P.M.
3. Opening of Bids	10 January 2006	2:00 P.M.
4. Bid Evaluation	These shall be in accordance with the prescribed periods allowed in the Implementing Rules & Regulations (IRR)-A of R.A. No. 9184 dated 10 January 2003	
5. Post-qualification		
6. Notice of Award		

Bid Documents will be available only to prospective bidders upon payment of a non-refundable amount of P4,000.00 to the BSP Cashier.

The BSP assumes no responsibility whatsoever to compensate or indemnify bidders for any expenses incurred in the preparation of the bid

The BSP reserves the right to reject any and all bid proposals, or declare the bidding a failure, or not award the contract, and makes no assurance that a contract shall be entered into as a result of this invitation.

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Anti-Thaksin rally to proceed despite suits pullout, says critic

BANGKOK—A LEADING CRITIC OF THAI Prime Minister Thaksin Shinawatra insisted Thursday that a rally planned in a Bangkok park would continue despite the premier's withdrawal of lawsuits against him.

Media tycoon Sondhi Limthongkul told a press conference he would not back down over his criticism of Thaksin, despite comments on Sunday by revered King Bhumibol Adulyadej that led Thaksin to drop six defamation suits.

Sondhi has called for half a million people to attend a rally Friday night in Lumpini park, where he will host his controversial talk show Muang Thai Rai Sapda, or Thailand Weekly.

The tycoon—until this year one of Thaksin's staunchest supporters—has held 10 rallies since his television talk show was canceled in September amid station bosses' accusations of bias.

The withdrawal Tuesday of the criminal and civil suits—in which Thaksin sought some two billion baht ($48.4 million) in damages—"doesn't mean I am under an obligation to him," Sondhi told reporters.

"Although the prime minister has stepped back, it doesn't mean that I will step back too," he said, adding he had "no feeling" about Thaksin's move.

Thaksin sued because he believed he was defamed and insulted on Sondhi's television talk show, in which Sondhi accused Thaksin of disloyalty to the king and abuse of power.

Sondhi, founder of the Manager media group, declined to comment when asked about the king's speech, in which the monarch called on all Thais to welcome constructive criticism.

The tycoon said the rallies would continue until Thaksin gave the public answers to a series of allegations made against him.

These include the alleged use of a military aircraft by Thaksin's sister to take friends to a party in Thaksin's home city of Chiang Mai, and his son's involvement in companies which had benefited from government contracts.

Sondhi also wants political reform and a review of the constitution.

A small bomb exploded Thursday in a telephone booth next to Lumpini park, causing no injuries, police said, adding the blast was far from where Sondhi's rallies are held.

Teachers battling a government plan to transfer state administration of schools to local authorities said at the press conference they would attend the Friday rally. *AFP*

GRUMPY WHITE HOUSE
A copy of the 2005 White House holiday card that is sent to about 1.4 million people across America. Some conservatives are upset at the lack of the word "Christmas" on the 2005 holiday card. AFP

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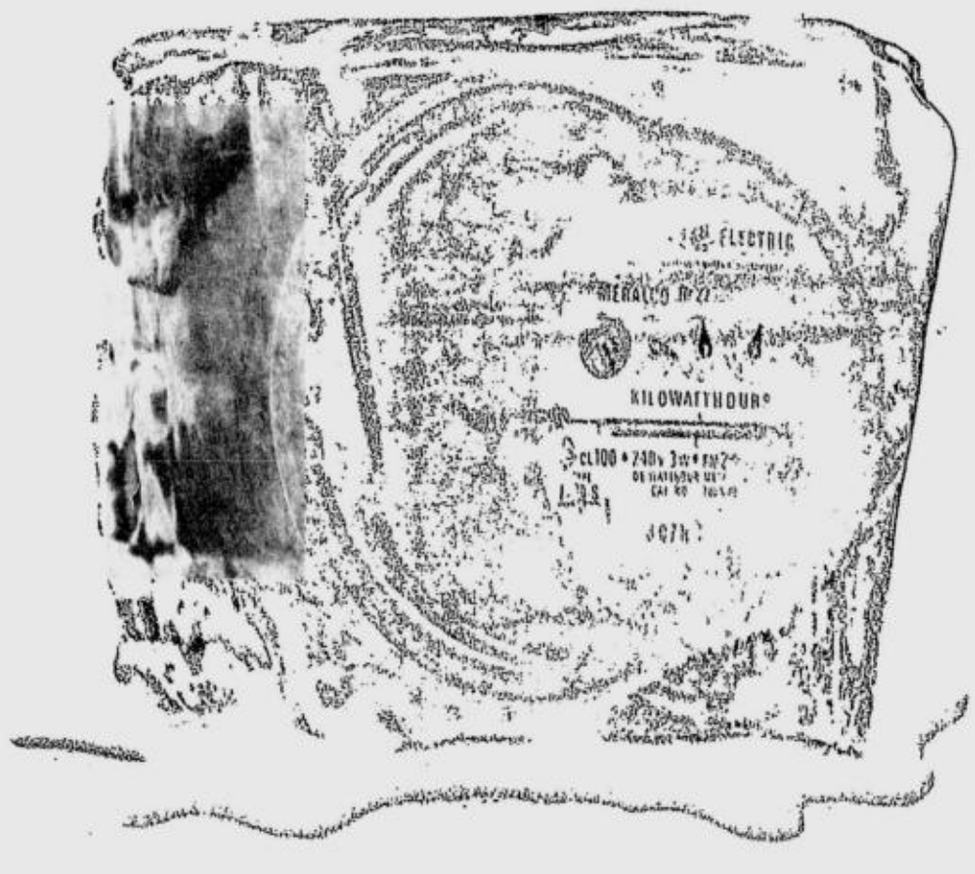

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Japan extends military mission to Iraq for a year

TOKYO—JAPAN'S CABINET ON THURSDAY approved the extension of the country's troop deployment in Iraq for one year, paving the way for the government to prolong Tokyo's largest military mission since World War II.

Japan deployed about 600 troops to the southern Iraqi city of Samawah on a humanitarian mission in early 2004 as part of the US-led coalition. The one-year renewal extends the deployment—due to expire next week—to Dec. 14, 2006.

The extension, however, does not require the troops to remain in Iraq for the full year, and local media have reported that Tokyo intends to pull out around the middle of next year as opposition to the mission rises in Japan.

Eager to raise Japan's international profile, Prime Minister Junichiro Koizumi's government has been a strong supporter of the US-led invasion and has argued strenuously to keep the troops there to help reconstruct the country.

"We decided that we need to support the effort of the Iraqi people to establish a stable and democratic government," Koizumi told reporters after the extension was approved. "So we decided to extend our mission there."

Koizumi also said that he was undecided on the timing of Japan's eventual withdrawal of troops, but he urged Iraq to bolster security in the country so that civilian aid groups could take over the task of helping to rebuild the country.

The mission has never been popular in Japan, facing criticism that it violates the country's pacifist constitution. Many fear the deployment has made the troops and Japan itself a target for terrorists, or that the troops will get drawn into the fighting.

That opposition has grown as security deteriorates in Iraq. The Japanese camp in Samawah has suffered sporadic attacks, but no Japanese soldier has been hurt. Rock-throwing demonstrators near Samawah over the weekend demanded a Japanese withdrawal. *AP*

Blast in Pakistan region kills 12

WANA, PAKISTAN—AT LEAST 12 PEOPLE were killed and dozens wounded when a bomb exploded on Thursday in a market in Pakistan's troubled tribal region near the Afghan border, officials said.

The blast hit a hotel and shops in a market in Jandola town in the South Waziristan region.

"It was a bomb," Sajid Salim, an official of the local administration, said.

Intelligence officials said the blast killed at least 12 people, but a resident said many more people could have died in the explosion that happened at 8 a.m., and came amid a spate of violence in the lawless region.

South Waziristan is part of Pakistan's semi-autonomous tribal belt that stretches through rugged mountains and deserts along the border with Afghanistan.

Many al-Qaida members fled to the region from Afghanistan after US-led forces ousted the Taliban in late 2001, and were given shelter by militant sympathizers from conservative Pashtun tribes that inhabit both sides of the border.

Also on Thursday, the beheaded bodies of two members of a paramilitary force were found near Wana, the main town in South Waziristan, said a member of the force, the South Waziristan Scouts.

The two men went missing on Tuesday when they and two colleagues went into Wana town in civilian clothes. The whereabouts of the other two men were not known, said the member of the force, who declined to be identified.

In neighboring North Waziristan, violence erupted on Tuesday when Islamic militants clashed with a bandit gang and 15 people were killed.

The militants strung up the bodies of five of the dead bandits and displayed the head of one on a pole. *Reuters*

China eyes dam to halt toxic spill

JIAMUSI, CHINA—China is considering building a dam to reduce the impact of a river-borne toxic spill that is due to arrive in a Russian city early next week, a government newspaper said Thursday.

Meanwhile, Hong Kong media reported the apparent suicide of an official in the upstream city of Jilin, where a chemical plant explosion on Nov. 13 caused the spill. Jilin Vice Mayor Wang Wei was found hanged, suggesting he took his own life, the Hong Kong newspaper Ta Kung Pao reported. It cited anonymous sources.

Government and police officials in Jilin at the city and provincial levels had no comment Thursday.

The Chinese government has vowed to punish anyone found responsible for the explosion or spill. The head of the country's industrial safety agency warned this week that anyone who tried to hide evidence would be punished.

The spill dumped 100 tons of benzene and other chemicals into the Songhua River in China's northeast, disrupting water supplies to millions of people in China and straining relations with Moscow.

The Songhua flows into the Heilong River, which merges with the Wusuli River in the Russian border city of Khabarovsk to become the Amur.

The temporary dam would be built on a waterway linking the Heilong with the Wusuli, which supplies water for homes and businesses in Khabarovsk, the official China Daily newspaper said. The two rivers merge in Khabarovsk, but part of the city lies upstream on the Wusuli, known in Russian as the Ussuri.

The plan adds to increasingly ambitious Chinese efforts to contain the human, economic and diplomatic damage from the chemical plant explosion.

That spot was chosen because the water is only 90 cm deep and moves slowly at this time of year, the newspaper said. It said Chinese experts arrived Tuesday in the northeastern city of Jiamusi to study a Russian proposal for the dam.

China has apologized to Russia and promised this week to work closely with Moscow to minimize the spill's impact. Beijing already has sent pollution monitoring equipment and 150 tons of activated carbon for use in water filtration in Khabarovsk, a city of 580,000 people.

Authorities were investigating the death of Wang Wei, who had told reporters that the chemical plant explosion in the city of Jilin would cause no pollution.

"The exact reasons are unclear. The investigation has not reached a conclusion," a spokesperson for the government of Jilin province, where Jilin is located, told Hong Kong Cable TV. *AP*

Erratum

The Ford Group Philippines 8x23 promo advertisement should not have appeared in the Finex Supplement "2005 World Congress of Financial Executives" published on Dec. 5, 2005. The promotion indicated in the ad was until Nov. 30, 2005 only.

We sincerely apologize for the error and for any inconveniences it may have caused.

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Rights group assails McNuggets

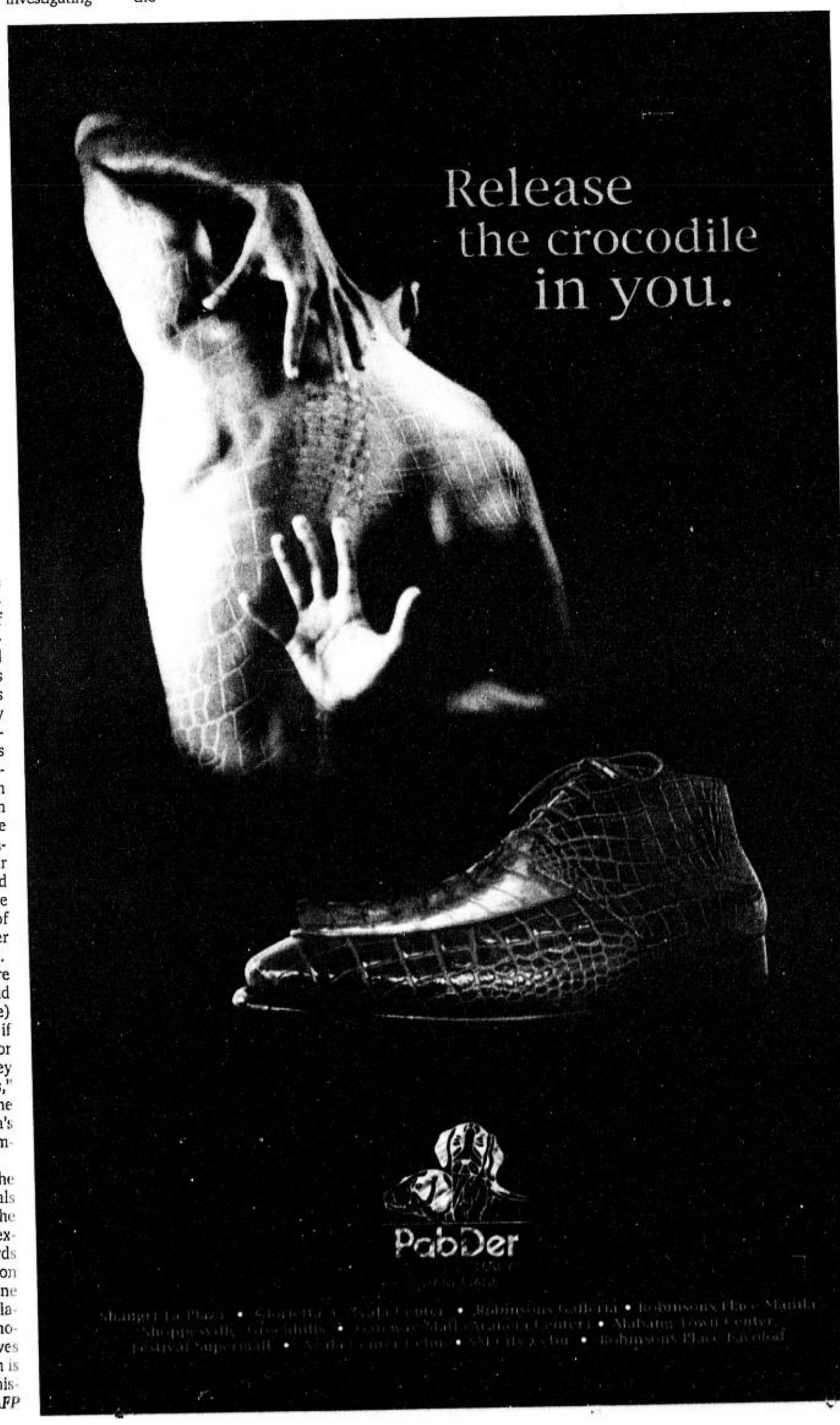
CHICAGO—SCALDing chickens alive is the wrong way to prepare meat for a McNugget, animal rights group People for the Ethical Treatment of Animals said Wednesday.

Peta and socially responsible investment firm Trillium Asset Management issued a shareholder's resolution calling on the fast food giant McDonald's to require its suppliers to switch to a humane system of slaughtering chickens.

The animal rights group said the current method of slaughtering chickens in the United States involves hanging the birds upside-down by their legs and running their heads through an electrified bath that often doesn't shock them sufficiently to be knocked unconscious as their throats are slit and their bodies are dunked in tanks of scalding-hot water for feather removal.

"The way they are slaughtered would be federal (crime) cruelty to animals if they were dogs or cats and illegal if they were hogs or cows," Bruce Friedrich, the director of Peta's farm animal campaign, said.

"Chickens are the most abused animals on the face of the planet," he said, explaining that birds have no protection under humane slaughter regulations. "Every moment of their lives from birth to death is categorized by misery." *AFP*



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OPINION

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A rededication

EDITORIAL

THE PHILIPPINE DAILY INQUIRER WAS BORN IN A time of transition. Just as a whole new generation of Filipinos, born on the eve of the transition from dictatorship to democracy, have come into their own, so have we. We were conceived to counter the cronyism and corruption of the controlled press; we have been seasoned by time and experience into the most widely read and trusted newspaper in the country. We are justifiably proud of the partnership in ethics and relevance established between us and the public we serve.

In the two decades of our existence, we have fought to give our readers, as our masthead proclaims, "Balanced News and Fearless Views." The right of the citizens to information affecting their present and future, and the obligation to stand, regardless of the cost, for the integrity of our profession, has motivated us.

The partnership between the INQUIRER and its readers has been matched by the partnership between all the different components of this paper. We continue to believe that a news organization, in order to be credible, reputable and responsive, requires not only progressive thinking in its editorial positions, but the same thing in the relationship and cooperation between labor and management.

The result has been a newspaper imbued with corporate responsibility to match the professionalism we uphold, and demand, of ourselves in delivering news, lifestyle and opinion. It extends to our dedication to consistently upgrade our means for delivering the news. A survey of our past issues shows a consistent effort to be reader-friendly, environmentally sound, technically cutting-edge. We have expanded to other media, in partnership with others, such as our presence on the Web through Inq7.net and the other print publications of the INQUIRER group of companies.

For 20 years, we have been part of the lives of Filipinos, from the breakfast table, to the office, at work and in the home. Wherever Filipinos are in the global diaspora, we are there to let them know what is going on not only in the metropolis but the regions that comprise the nation.

We have celebrated times of triumph. We have covered periods of great and hopeful change. We have chronicled our national and personal disappointments. We have reported our collective tragedies and the reasons behind them. Essential to our task of delivering the news has been a conscious refusal to pander to the purely popular, to excuse the inexcusable, to rationalize the unjustifiable.

We have spoken for the whole, and the oppressed few. We have counseled sobriety when necessary, and called for indignation when justified. We have, on the whole, tried our best to remain true to the journalist's calling to be objective, while refusing to close our eyes to what is wrong.

We recognize that 20 years, in the life of peoples and nations, is a short time. Even as we take stock of what we have accomplished, we must look forward to strengthening the partnerships that tie us with bonds of mutual respect and affection. An anniversary, such as the one we're celebrating today, calls less for hollow celebration, and more for determined rededication.

And it is this that we pledge to our readers: to faithfully serve them, only according to our track record of independence and ethical journalism as well as to remain with them as a newspaper, an organization, that they can trust. We recognize the great responsibility our profession places on our collective shoulders. We rededicate ourselves to ensuring that even as the country and our society changes, we will be consistent in our advocacies, relentless in our investigations and inquiries, and permanently unsatisfied with how and where we deliver the news. Thus we pledge to constantly improve, and permanently seek to find every means to be responsive to our audience.

We thank our readers, wherever they may be, for traversing the past 20 years with the Philippine Daily Inquirer tucked under their arms, placed in the home where they start or end the day, on their computer monitors or even on their cellular phones. We thank them for the partnership they have never relinquished, however hard the times may be.

Only one way to close legitimacy issue

AS I SEE IT

Neal H. Cruz

THE TESTIMONY OF EX-COMELEC COMMISsioner Virgilio Garcillano before five committees of the House of Representatives won't bring closure to the legitimacy issue hounding President Macapagal-Arroyo. More lies will not make true other lies told before. They will only entangle the witness in contradictions.

For example, Garci distinctly remembers all the names of 37 senators, congressmen and other politicians who had called him at the Comelec during the elections, but he cannot remember where he put his passport. (He was given by the House seven days to produce it, enough time to have one made at Recto.) Did he list down the names of his callers at the time they called (did he know the list will come in handy some day?) or did he tick off their names from memory?

Garci refuses to answer questions relating to his conversations with Ate Glue in the Garci tapes saying that they are not admissible as evidence. At the same time, he said he would sue anybody who used or listened to the tapes as he was a victim in those wiretaps. How can he prove anything if the tapes are inadmissible as evidence? If he admits he is a victim in the wiretaps, then he also admits he is one of those caught on the tapes and that the tapes are genuine.

Garci really has a selective memory. He readily answers questions that would absolve him and Ate Glue (especially Ate Glue) but refuses to answer those that would further incriminate them. Instead of answering questions, his testimony raises more questions. Instead of a closure, it has blown the scandal wide open.

Obviously, Garci was ordered home to testify in a desperate move by Ate Glue to close the legitimacy issue against her. She knows that she will never have peace until she leaves Malacañang one way or the other. She must convince the people that she is a legitimate president, that she did not cheat her way to Malacañang as her conversations with Garci indicate. Garci's testimony that they did talk (only once, Garci said, but Sen. Aquilino Pimentel said they talked on the phone at least 15 times) but it was not to cheat is her last gambit. The gambit is blowing up in their faces. The conspirators are sinking deeper into the muck of lies.

There is only one way to close the legitimacy issue against Ate Glue: recount the votes cast for her and her chief rival, Fernando Poe Jr. Isn't that the only sure way to prove that Ate Glue won "fair and square" as she claims? A thousand Garcis swearing that Ate Glue won honestly won't remove the doubt in the minds of the people, but the recounting of the votes will.

Hiding behind the technicality that Congress has already proclaimed Ate Glue and that the Supreme Court has dismissed with finality the election protest against her is just that, a mere technicality and won't give her peace. As Fr. Joaquin Bernas, S.J. said, the Presidential Electoral Tribunal can, if it wants to, exercise judicial statesmanship and decide to reopen the election returns to resolve the crisis that is ripping the nation apart. Now more than at any other time is statesmanship called for from the Supreme Court no less than from the President herself.

I've written about this several times before but I'll say again that a recount is not very difficult to do. As the saying goes, if there's a will, there's a way.

The PET has already ordered a recount of the votes for the vice presidential candidates because of the poll protest of opposition bet Loren Legarda against Vice President Noli de Castro. Written on the same page where the vice presidential votes are tallied are the votes for the presidential candidates. It would take no more than a few seconds to also tally the presidential votes after adding the votes for vice president. That way, the votes for president and vice president would be counted accurately at the same time, without need for additional time and money. Then we would know definitely, without a shadow of a doubt, if Ate Glue is really our president or a bogus one.

Maybe the PET is only waiting for a petition for it to also count the presidential votes. If the recount shows that she really won, then she can have peace at last. Nobody will question her legitimacy anymore. She won't have to resort to lies and more Garcis anymore. But if it shows that she did not win, then she should be woman enough to step down and hand the presidency to her rightful successor. She may lose the presidency (it's a thankless job, anyway) but she will win the hearts of the people and win a respected place in history because of her statesmanship.

* * *

Calling all doctors belonging to Medicine Class 1955 of the University of Sto. Tomas. The class will celebrate its Golden anniversary on Dec. 18 and 19 at the Makati Shangri-La and Wack Wack Golf Clubhouse, respectively.

For details, call Dr. R. Asuncion, Tel. No. 0918-918-5595, and Dr. Andrea Enrile-Dimayuga, Tel. No. 0918-347-1979.

* * *

TODAY'S JOKE: Having run out of places to go to, President Macapagal-Arroyo visited a mental hospital. The medical director introduced her to the patients thus: "Our President is here to visit you."

Everybody cheered and clapped enthusiastically, for one person. GMA noticed him and asked the doctor, "Why is he not clapping?"

Replied the doctor: "*Kasi ma'm, magaling na siya eh.*" (Because he has already recovered.)

Human rights heresies

PASSION FOR REASON

Raul C. Pangalangan

AS THE WORLD CELEBRATES HUMAN Rights Day tomorrow, allow me to challenge the popular wisdom that "nationalists" make good human rights advocates, and that human rights protection always goes hand-in-hand with the law. Allow me to exercise my human right to spread heresy in a nation beholden to populism.

The Fuhrer inspired his nation to goose-step to the promise of a Fatherland that reigns over all the world. The kamikaze pilots flew to their deaths for the glory of the Empire of the Rising Sun. Every genocidal bigot sees the enemy race as lesser human beings, imagining himself as part of a superior nation. Those "Serbian nationalists" massacred innocent civilians in Srebrejnica and committed barbarous sexual acts against men and women, all in the name of ethnic cleansing.

Albert Einstein has said: "Nationalism is the measles of the world." It is actually a bad word elsewhere, except in the benighted Philippine Islands where the term is used as an easy substitute for selflessness, civic-mindedness, public-spiritedness, or just about anything that entails individual sacrifice for a communal cause. Maybe it's because these alternatives are all long words, and the practical Pinoy always goes for a more convenient "handle." I had elsewhere proposed the term "altruism," but someone said—not realizing the irony—that what we need is a term where the altruism is directed mainly to Filipinos! We have to improve our vocabulary, lest we be misunderstood when we speak of Filipino nationalism and Serbian nationalism in the same breath.

Conversely, we have read that the hero Ninoy Aquino was released by Ferdinand Marcos to seek medical care in the United States in 1980, and spent the last three happy years of his exciting life in Newton, Massachusetts, while serving as a fellow at Harvard's international affairs center (his bright, smiling portrait still hangs at the Coolidge Center). What we forget is that Marcos was then under pressure from a peanut farmer from Georgia who had become US president and embraced human rights as the cornerstone of US foreign policy. Jimmy Carter was US president from 1977 to 1981, and would win the Nobel Peace Prize in 2002 for his humanitarian work. I still recall the nasty comments by the Malacañang-controlled press each time Carter sent a human rights envoy from the State Department. Not surprisingly, history books say that Marcos brought out the champagne in the Palace when he learned that Ronald Reagan had won the US presidential elections.

Indeed, what Human Rights Day celebrates is not really the idea of human rights itself, but the idea that human rights is a global cause that can be enforced across national borders. If the idea of human dignity were all there was to the 1948 Universal Declaration of Human Rights, then it wasn't pioneering at all. The 1776 US Declaration of Independence and the 1789 French Declaration of the Rights of Man and Citizen certainly beat them to it. What was really revolutionary about 1948 is that it allows outsiders to "meddle" in erstwhile domestic matters.

Which brings us to the next problem. International law prohibits nations from interfering in one another's life. How the Philippine government treats Filipinos is none of anybody else's business. Bashing a Pinoy's skull, that's domestic. Brushing the elbow of a kibitzing foreigner when you swing the truncheon, that's international. Mercifully, not anymore, and that is the true magic of the 1948 Declaration.

But the magic doesn't always work. Between 1975 and 1979, the Khmer Rouge killed 1.7 million of their countrymen out of a population of 8 million, executing all the enemies of the revolution, which included anyone who spoke a foreign language or wore glasses. It ended only after the Vietnamese invaded Cambodia. And guess who the world took to task? Vietnam, because invading a neighbor is contrary to international law, and the UN continued to recognize the Khmer Rouge as the representative of those who survived their killing fields.

Gen. Idi Amin Dada butchered his people, and was stopped only when Tanzania's Julius Nyerere invaded. Most recently, when Milosevic went on a genocidal rampage against Kosovo, it was stopped only when the US and its NATO allies unleashed their fighter jets—without the blessings of the UN, which thus made it unlawful. They were sued before the World Court and the pilots were threatened with prosecution for war crimes. Unlawful, yes. But it saved innocent lives. (Turning closer to home, when the US sent jets to "buzz" Manila during the December 1989 coup attempt, turning the tide against the mutineers, I don't recall any of our "nationalists" crying "US imperialism!")

"We hold these Truths to be self-evident, that all Men are created equal, ... endowed by their Creator with certain unalienable Rights ... that whenever any Form of Government becomes destructive of these Ends, it is the Right of the People to alter or to abolish it, and to institute new Government .... Prudence, indeed, will dictate that Governments long established should not be changed for light and transient Causes; .... But when a long Train of Abuses and Usurpations, ... evinces a Design to reduce them under absolute Despotism, it is their Right, it is their Duty, to throw off such Government, and to provide new Guards for their future Security."

That's the US Declaration of Independence for you, and isn't it so elegantly subversive? Providentially, the paragraph closes with this sentence: "To prove this, let Facts be submitted to a candid World."

My, oh my, they're talking to you, Garci!

Comments to passionforreason@gmail.com

Public health service and a 'crazy dream'

ANALYSIS

Amando Doronila

WHEN THE PHILIPPINE MEDICAL SCHOOL was established by the Philippine Commission on Dec. 1, 1905, as the first department of the future University of the Philippines, the islands were being ravaged by diseases which had killed hundreds of thousands of Filipinos in the midst of wars of resistance against Spain and the United States between 1896 and 1902. Many more people died from diseases than from the wars. The acute need to curb the spread of diseases prompted the establishment of a public health service from the nucleus of a medical center envisaged by Dean W. Worcester, the secretary of interior. His plan, derided as "Worcester's crazy dream," called for the establishment of a central government laboratory, a medical school and a hospital as an integrated complex. The concept was far ahead of its time.

The complex was to be built amid appalling conditions described by Dr. Victor Heiser, the American director of health, as follows: "When we arrived, the hospitals were of most primitive type. There was not a good operating room in the Islands and no laboratory facilities. Modern medicine had not penetrated far."

Although the University of Sto. Tomas had a medical school attached to it, it was found to be "inadequate." At the time, there was one physician for every 21,000 persons, or one for every 430 square miles. Immediate training of doctors became a priority.

Five years after the establishment of the Philippine Medical School, the Philippine General Hospital was opened on Sept. 1, 1910. The hospital was so named because "it will be destined principally for the use of the Filipino people." This mission has become the defining ideology of the PGH, and it has made it a unique institution among other state-funded or private-run hospitals in the country.

The PGH is not only a health care institution. It was the cradle of a social experiment in health care. It basically served as the training ground of doctors and nurses. (My mother, a public health nurse who died in the service of the resistance during the Japanese occupation, was one of the first graduates of the PGH school of nursing.) Its socialist orientation was inspired by its model, the great Hamburg-Eppendorf Hospital in Hamburg, Germany.

Thus was born the Filipino version of a limited, socialized health care program dedicated to the community more than to making profits, although the Philippines has never developed a welfare-state philosophy of government in the European model. This explains why the PGH has been identified as the hospital for the poor and "with a heart," as it hardly turns down indigent patients.

This month, the UP School of Medicine, which was renamed UP College of Medicine on March 1, 1923 observes its centenary, with its alumni, faculty and students celebrating the theme, "A Heritage of Healing, Humanity and Heroism." Their reunion on Dec. 1 was preceded by a series of year-long colloquium which reviewed the vision of UPCM as "a community of competent and socially responsible scholars committed to the development of Philippine society through excellence and leadership in community-oriented medical education, research and research."

By the 1970s, it had become evident that this UP-based socio-medical experiment was serving citizens of rich countries more than the Filipinos, whose taxes were subsiding the education and training of medical workers. A review of the college's curriculum in 1976 led to its revision. The new curriculum sought to develop "community-oriented health workers who would return to render service in under-served communities of origin." This strategy shift was a response to the disappointing "apparent lack of social consciousness and migration of UP medical graduates."

The review discovered an alarming brain drain of medical workers and an unbalanced distribution of health care workers in the country. Already in the 1970s, more than 50 percent of Filipino doctors were making an exodus to the US and rich countries. Inside the country, the concentration of the remaining health care workers in urban areas left about 70 percent of Filipinos in the rural areas without adequate medical services—not much better than the appalling vacuum of public health care services at the turn of the 20th century.

A century after the founding of the UP socio-medical experiment, Philippine health care authorities have warned the country's health care services face a crisis in the wake of the wholesale flight of Filipino doctors and nurses to greener First World pastures. The irony is that the rich countries have been creaming off the educated human resources of a poor country to care for their aging population.

In a paper at the centenary colloquium, Dr. Jaime Galvez-Tan presented a graphic picture of this irony. There is nothing new about the issue of nurses migrating to developed countries, his paper says. "For the past several decades, we have been the number one 'exporter' of nurses to the world. What is new, however, is the phenomenon of doctors becoming nurses."

He points out that 3,500 doctors have become nurses and have left the country since the year 2000. The effects of this phenomenon are double-edged, he says. The benefits of the enormous amount of remittances that OFWs bring are favorable to the government and the economy, but the trade-off brings high social costs.

"For a country with people who die of illnesses without even seeing a doctor, for a country with hospitals in rural area closing down due to unavailability of doctors, it is lamentable," Galvez says in the paper. "In the long run, it will be the country's poor who will bear the brunt."

Finding our voices

AT LARGE

Rina Jimenez-David

HERE'S THE SECOND INSTALLMENT OF THE responses of the awardees during the Feminist Centennial Film Festival Awards, which were handed out last Nov. 23 at the Shangri-La Cineplex.

Of the three honorees (Marilou Diaz Abaya, Charo Santos Concio and Lily Monteverde) present at the awards rites, the most enthused and, indeed, teary-eyed was "Mother Lily," who gave a brief but heartfelt response. This was what the most famous "mother" in the Philippine film industry had to say:

"You know, I'm really overjoyed. For this affair, this is a dream that I dreamed, that I wish someday, I would like to be awarded as an outstanding producer. And now that my dream comes true, *Salamat po sa inyong lahat*!

"These are my (*talagang*) tears, pains in my life as a woman, as a producer.

"It needs a lot of sacrifices in this world, you know. And I can say that I am very proud to have this award. And I will always continue to move on because I love movies and this is my passion. I will always continue my vision to help the movie industry. *Salamat po*!"

* * *

HONORED for her work in scriptwriting was Lualhati Bautista, a novelist who gained renown for the adaptations of two of her works: "Bata, Bata Paano Ka Ginawa?" and "Dekada '70," which themselves became outstanding movies. Bautista, perhaps the most accessible and popular feminist writer in this country, asked Tess Fuentes of Star Cinema, which produced both movies based on her novels, to read her incisive and insightful response.

"You know when I was just starting out and writing mostly love stories, I always had this feeling that something (was) wrong somewhere. For example: Why does it always have to be the boy who makes the first move in courtship? Why is it that when a woman gets married, she has to give up her dreams and become her husband's cook and laundrywoman? As I always put myself in the shoes of my woman character, I always ended up with the question: 'What about me?' 'What happens to me, then?' My editor, in as fatherly a way as he could, tried to drill into my 16-year-old head that it was the natural order of things. 'Behind every successful man,' he said, 'is a woman.'

"As I did not want to be 'just behind,' but in step with my dearest friend, I decided that for every traveling woman like myself, marriage should be just a stopover, after which she should pack her bags and continue her journey. My poet friend Marra PL. Lanot once said that perhaps we should push for a bill that sets an expiry date to a marriage contract, maybe renewable every five years? I agree.

"But we do not have to walk out on our family nor make deductions to make additions in our lives. Our dreams and our love for family do not have to conflict with each other, nor does it have to be a choice between the two. Each woman's story is a love story after all, and from the challenges at home (have) emerged the struggles that we brought into the streets and in the halls of Congress, and in cinema, yes! to change the 'unnatural' order of things. Today we no longer cry in secret or despair in the dark, we have found our voices, we talk on the stage. We have changed.

"I have learned to write what I believe in, learned to speak my mind and my heart, and through my writings I pay homage to my mother and her mother, my sisters and my daughters, my friends and strangers alike, and the best part was when a woman recognized me in a supermarket, held my hand and said about 'Bata, Bata, Pa'no Ka Ginawa': 'Your story is my story.'

"Thank you so much for this award. I believe in this award because I believe in you."

* * *

VILMA Santos, cited for achievement in acting, could not make it to the awards-giving rites due to other commitments that had to do with her "real-life" role as mayor of Lipa City. She requested instead Boots Anson-Roa of the Mowelfund, who also sat on the Advisory Committee of The "F Festival," to read her response for her. The response of Nora Aunor, who is currently based in the United States, will be reprinted in tomorrow's column. Meantime, here's what Vilma had to say:

"I wish I could personally accept this award, but I have to honor my commitment to my constituents which I can't turn my back on or delegate to my staff.

"Nevertheless, I would like to convey my deepest gratitude to the organizers of the Feminist Centennial Filmfest for honoring me with this award.

"And I would like to share this award with those women who dare transport to screen—characters, stories and issues about women. Our movie producers like Ms Lily Monteverde who daringly produced the movie, 'Sister Stella L'; Ms Charo Santos-Concio who chose me to portray the role of a mother in 'Dekada '70,' 'Bata, Bata, Paano Ka Ginawa?' and 'Anak'; the scriptwriter of these movies, Ms Lualhati Bautista; director Laurice Guillen who directed the movie, 'Dahil Mahal Kita'; Marilou Diaz-Abaya, too; and other female directors and co-workers in the film industry.

"Through their works, they brought to public attention a wide array and range of problems confronting women, how they courageously, daringly and intelligently cope with and face them, thus, raising the consciousness of our women, helping them gain a deeper understanding of their life and situation and acquire, to borrow the phrase of a film critic, 'the ability to control their lives and make choices of their own.'

"Who else could best empower our women except our women themselves?

"May our women therefore continue to play a more active role in advancing the cause of women and in building a better quality of life for our countrymen!

"*Maraming salamat po muli. At mabuhay ang ating kababaihan!*"

Forbidden fruits and tormented virgins

LOOKING BACK

Ambeth R. Ocampo

LAST JUNE, I ATTENDED A TWO-DAY MEETING in the Murillo room of the Museo del Prado in Madrid. It was a glorious venue, except that we were not allowed or given time to roam around the rest of the museum. To get around this, I pretended to have bladder trouble and, while walking to and from the bathrooms, I would peek into the Velasquez and Goya rooms.

One painting I always visit in the Prado is a portrait of Madre Jeronima. It is a rather terrifying image to encounter at night because it depicts a very old and severe nun holding a wooden crucifix that could turn into a deadly weapon if wielded in the proper way. Velasquez painted her portrait shortly before she sailed for the Philippines and founded what we know today as Monasterio de Sta Clara, the place where you send eggs to insure good and sunny weather for a party.

The Murillo room came to mind yesterday, the Feast of the Immaculate Conception, because many of the colonial religious images of the Virgin were based on an image created by Murillo: a woman in a flowing blue and white dress, seemingly in flight, but standing on a crescent moon. So many *santos*, once venerated but now objects used for interior decoration or highly prized artifacts coveted by collectors, follow the Murillo model and one wishes someone would go beyond the work of Fernando Zobel, Esperanza Gatbonton and Ricky Jose and write on the iconography and the origins of Philippine *santos*.

Among the wooden images of the Virgin that abound, the most interesting are from Bicol and Bohol. The latter are especially distinctive because they come in a riot of colors—strong hues of yellow, blue and red—sometimes with gold leaf and the crescent moon on the base resembling carabao horns. There is so much meaning and symbolism in the shape and color of these pieces, but often the story of the image is long forgotten.

The first reading at Mass yesterday was on Adam, Eve, the serpent and the tree. While it was being read, I couldn't help but remember a remark that had the Garden of Eden been in China, there would have been no temptation because Adam and Eve would have eaten the snake rather than the forbidden fruit.

But let us concentrate on the story and how it is depicted in art, because for some strange reason, we imagine this forbidden fruit to be a crunchy red apple, although the original story states that as soon as Adam and Eve ate of the fruit, they realized they were naked and covered themselves with fig leaves. So, the forbidden fruit was probably a fig. But then apples are more appealing in a visual way.

In many ancient paintings, we have the Apple of Paris that was given to one of three goddesses leading the two losers to create trouble like the Trojan War. Snow White is put to sleep when she bites off a delicious red apple. Figs just don't have the same appeal.

If we follow another obscure version of the Genesis story, then the Garden of Eden was located in the Philippines and the forbidden fruit was a golden unblemished mango. We also have forbidden fruits in our folklore, like the *lansones* which was supposedly poisonous before it was made safe and sweet by the pinch of a virgin that can either be Maria, the mother of God, or the local mountain goddess Mariang Makiling.

As a collector of Philippine religious images, I often encounter unidentified pieces and have to guess the identity of the battered old *santo* from what he or she is wearing, and mainly from what they hold in their hands. Three *santos* that have eluded me for the longest time and are on my wish list are all virgin saints: Agatha, Lucia and Wilgefortis.

Santa Lucia holds a plate with a pair of eyes on it. She is the patron to invoke if you have eye disease. Legend has it that Lucy had a persistent suitor who complained that her beautiful eyes tormented him. So she had a simple solution: she tore them out of their sockets and sent them to the suitor on a plate as a present.

Then there is Agatha who holds a platter containing her breasts. The legend states that she suffered on account of her Christian faith. One of the tortures she endured before her agony was ended by decapitation by having her breasts cut off, hence the depiction of these in art. One twist to this is that in most images, either owing to the incompetence of the artist or his prudish ways, these breasts are not accurately done, and thus they have been mistaken for bells or loaves of bread. Hence Agatha is a patron not only of those suffering from diseases of the breast, she has also become the patron saint of bakers and bell makers.

Finally, we have Wilgefortis, a virgin who implored God to keep her chaste on her wedding day. Her prayers were answered: she did not share the matrimonial bed on the first night and discovered the next day that she had miraculously grown a beard overnight. This is one reason we are always warned to know and be prepared to get what we pray for.

It will be Christmas soon. When you go to Simbang Gabi look closely at the *santos* in church and see what stories they were supposed to tell, and what stories we can imagine from they way they are depicted.

Comments are welcome at aocampo@ateneo.edu

'Now na'

PINOY KASI

Michael L. Tan

"PO?" "PO." "PO!"

Notice how the meanings change with each punctuation mark? That's human language for you, a whole range of linguistic practices that include gestures and voice tone and body language.

Po also reminds us about the many social functions of human language—in this case, etiquette, the ways through which we express politeness, respect, deference.

Polite pronouns

Let's look at the way we use plural pronouns to express respect. In Filipino, we go, "*Kumusta po kayo?*" when talking to older people. But note that we use *kayo*, the plural "you," even when we're talking to one person.

The Chinese do something similar, both verbally and in written form, using *nin*, again the plural "you," rather than *ni*, the singular form when addressing an older person or someone higher in status.

It's intriguing to speculate on why different cultures do this. I suspect it's a way of "inflating" a person of substance and importance, almost like saying, "You're not just an ordinary person but equivalent to many people."

A few weeks back, I was listening to Ofelia Ac-ac, a fellow anthropologist, as she described a conversation with her mother and I perked up as I caught a new twist to the use of pronouns for Tagalog etiquette.

Let's see how you would handle the situation. If you see your *lakwatserang* (wanderlust) grandmother preparing to leave the house, how would you ask her where she's going? It would be rude to ask, "*Saan ka pupunta?*" without the *po* and with the *ka*, or singular "you." Instead, we go, "*Saan po kayo pupunta?*"

But Ofelia says even that version would not be polite enough in Paete, where the proper way is to ask, "*Saan po baga siya pupunta?*" (Where is she going?)

What you see here is the use of the third-person singular to address an older person. Again, we can only speculate on how this came about. Laguna had well developed feudal structures dating back several centuries so I suspect these linguistic rules reflected a time when you could not directly address some feudal lord.

Grandmothers come close to those powerful *datus*. (Even if you used the correct pronoun, she'd give you that "None of your business, *hijo*" look.) She is, well, "SHE" and Paete's linguistic etiquette reinforces this notion. So, next time you want to curry favor by asking if Lola's arthritic leg is aching and if you can massage it, you may need to go: "*Masakit po baga ang paa niya? Gusto po niyang hagurin ko?*"

I should say Ofelia is from Paete, Laguna, and isn't sure how widely practiced this "third-person singular" etiquette is, even within Laguna, so we'd (and I mean Ofelia and myself) would appreciate readers writing in about this.

'Po'

Let's move to a much better known example of linguistic etiquette: *po*. Note that *po* isn't used in all Philippine languages; in fact, many our languages in the Visayas and Mindanao don't use that word at all, which is why people from the south will sometimes forget to use *po* when they speak Tagalog, and end up being perceived as rude.

But this only reflects cultural diversity in the Philippines. In many Visayan languages, people will use *palihug*, which is often translated as "please" but which actually means much more: "excuse me," "if you have time" and even "thanks in advance."

I thought of *po* while listening to Garci in Congress. What I thoroughly enjoyed was watching this honorable commissioner having to *po* the Young Turks of Congress. *Po* is, after all, a powerful indicator of power—and for now, at least, Garci knows he has to kowtow to Congress, although quite often the tone of his voice rendered his *po* meaningless.

This is, precisely, what linguistic anthropologists do: we read the meanings between *po* by picking up on the tone of the voice, on the body movements. Unfortunately, because of work, I could only catch Garci on the radio, while driving. I would have loved to watch him together with psycholinguists, some of whom can even tell if the speaker is lying or not.

Garci's *po* is so reluctant and opportunistic, totally bereft of the graciousness that usually comes with the word. Garci reminds us that *po* and other linguistic devices ("sorry," "excuse me") can be overused, until they become practically meaningless. As the Chinese go, "*u le bo te.*" there's politeness in form, but without the substance, the correct attitude.

Linguistic versatility

Social scientists who explore language also enjoy looking at the way language evolves, again with words and body gestures and tones, adjusting to new needs and situations.

What comes to mind is the way we now live in times where everything seems to be of great urgency, where we want things done right away. How then do we do this in a society where politeness is so important, and yet where *palihug* or even "please" becomes too laid back, too "at your leisure"?

I love the way Filipinos have in recent months come up with a short phrase that's gentle and firm, yet urgently commanding. I'm referring to the title of today's column combining the English "now" and the Filipino "*na*" (already), what linguists call code mixing, which itself has a function. Note "*ngayon na*," using two Tagalog words, comes through as an absolute command yet when you have the code mixing, you soften the phrase.

It's a wonderfully versatile phrase, suitable for all occasions depending on the medium of the message. I first noticed the phrase when I got a text from a friend, a Protestant pastor, asking if we could talk. I texted back, "When?" and got "Now *na*" as the reply. I laughed out loud, trying to imagine him saying it, in his deep baritone, but yes, it was appropriate in the way it said: "Urgent. You better call immediately ASAP . please."

"Now *na*" is wonderful for parents, allowing you to order your children to do something, and yet conveying a sense of pleading. You don't even have to say, "honey" or "labs."

With couples, "now *na*" often suggests an incentive, "Hey, if you do it now *na*, I'll reward you later". . . and what a reward it can sometimes be, so much so that we might find a replacement for the notorious *kalabit*, which Jose Pangalliban's 1970 Tagalog-English dictionary rather discreetly described as using the index finger to remind someone about something. No, the *kalabit* could well be replaced with a more polite "now *na*. . .now *na*. . ."

Can bosses use "now *na*"? I think you can, but you have to practice and modulate your voice, or you might end up sounding too wimpy, or, worse, seductive.

It's tough to sound stern with "now *na*" but maybe with time, we'll find a way to do that. For starters, how about rallies with placards and chanting to call on the president, "Now *Na*!" There's the challenge, to make it sound urgent and determined, maybe even threatening, yet coming through as being excruciatingly polite.

Now *na*? Now *na po*!

Goon-like behavior of No. 7's men

NOV. 11, 2005. I WILL NEVER forget the date. It was the birthday of my son and because I love him so much, I did not to go to my clinic. I decided instead to spend the whole day with him.

I am an orthopedic surgeon by choice and profession, and a pissed-off Filipino, although not by intention.

We had just come from lunch at Robinson's Pioneer around 1 p.m. that day. The traffic on Edsa was terrible when a bus on my right side almost hit my car. I had to swerve to my left to avoid a collision. But in so doing, I unintentionally cut off a white Mercedes Benz bearing a No. 7 license plate. That is how I found out that the Benz had for a back-up an L300 (bearing the same plate number) full of plain-clothes "goons" with Armalites. I saw one of the goons throw a solid material at my car, hitting its roof with a thud. As I was with my precious son, I kept my cool and prayed that nothing else would happen.

If by any chance the owner of Mercedes Benz No. 7 would read this, please tell me if the action of your goon could be justified? If I had committed a "lapse in judgment" in my driving, was it proper for your bodyguards to throw things at us—taxpayers who pay your salaries?

What if they had nothing to throw and decided instead to use their Armalites?

I am not pro or anti-GMA. I am just pro-Filipino.

Believe it or not, there are still a few of us doctors here in the Philippines who care about our country and our countrymen.

I am pretty sure you are a "big shot" government official or a senator, but that does not give you or your bodyguards the right to bully anyone.

I pray that God will enlighten you and your men, and forgive you.

—ERIC MORALES, M.D., FPOA, ericmoralesmd@yahoo.com

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Writers of letters to the editor are requested to include their complete address and telephone or pager number or e-mail address for verification purposes. The Inquirer will not publish any letter unless such information is supplied.

More good news

Inq7.net's regular good news feature saw the majority of letters to the editor with good things to say about it. Special mention was also made of its cyber columnist Jose M. Montelibano's "Glimpses" last Dec. 2, "A Few Good Men and Women" about how we successfully mounted the recent SEA Games despite skimpy finances while relying on a wealth of Filipino talent and goodwill.

VOICES ON INQ7.NET

CONGRATULATIONS on your good news postings. I hope you will persist in this approach even if only one of the stories landed on the most-read list (entertainment *pa*). Move on to bigger good news! Report national and global news [with] a positive effect on the Philippines and Filipinos. Report good news with the same passion and enthusiasm as you would report a scoop or a scandal. Make good news reporting a requirement for your journalists and see what happens! You can do a lot to keep the Filipinos' hopes up. Give our countrymen reasons to be proud of being Filipino.—**Raul Fernandez, Vietnam (via e-mail)**

* * *

For Mr. Jose Montelibano: I just wanted you to know that the article you wrote was very inspiring. It's a refreshing change from all the bad news one reads in the paper. It brought hope. Regards and press on.—**Kye Diamante, S223, Worldwide House, Central, Hong Kong**

* * *

There's no doubt that the media, with the tremendous powers at their disposal, can make or break anyone—individuals, groups or institutions. It's this awesome power of the press, put to good use, that could be the most effective weapon against tyranny and corruption in government. In these most trying times when we have lost nearly all our trust in the people who run government and in members of the political opposition, whom we suspect of coveting power to further their own selfish agenda, we have no one to turn to but the media.

It's not media's fault if almost all the news we get from it is bad. Exposure to the public has a recoil effect, assuming that the person who has committed a wrong has a sense of shame and is afraid that his name and that of his relatives might be tainted. In England, there is a law which allows shaming to inhibit would-be malfeasants. Alfredo Lim once painted the sins of persons on their own walls to put them to shame.

Media practitioners are also human beings who may fall for the lure of money and other mundane things to tell or write lies or truths depending on whose bid is higher. These are unprincipled journalists who spoil all the rest in the basket.

But the press has an important role to play in any democratic government. It is the best check and balance to government like ours, where the legitimate opposition has been weakened by undesirable elements.—**Ramon Mayuga - Essen, Germany**

* * *

According to the opposition, the real culprit in the "rigging" of the SEA Games was GMA. Because of the alleged illegitimacy of her presidency, the whole world does not believe our athletes were capable of winning the gold and the Philippines is a nation of "cheaters." The prime minister of Thailand even complained about it.

Sorry, but I strongly believe that that was the work of our own Filipino opposition. It is capable of doing things like this to discredit GMA. The opposition can create controversies just to humiliate her. It will never stop, even at this time when our country needs a break from all the political noise. Opposition leaders didn't care if the country's image during SEA Games was at stake, and they succeeded big time! How I wish the opposition had spared the whole nation from humiliation at least this once.—**Linda Lim, Linda.Lim@fly-sfo.com**

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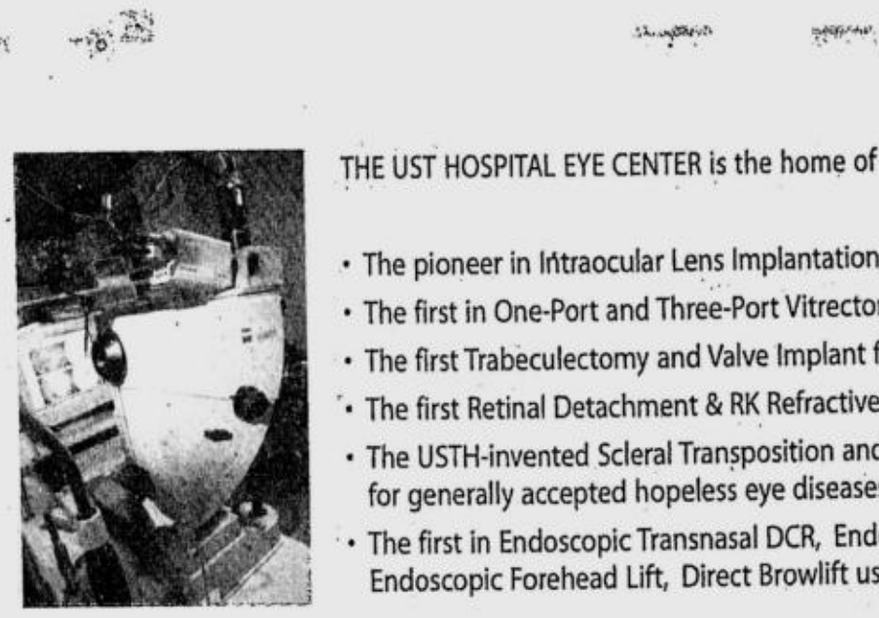

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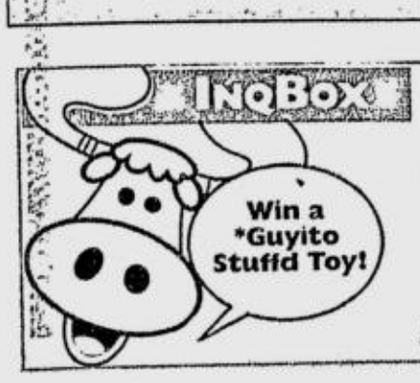


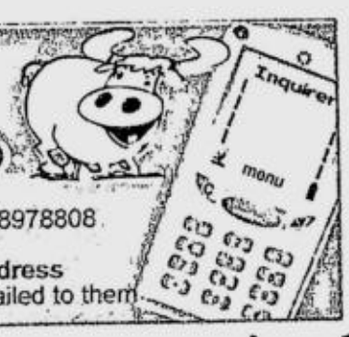
Question of the Week

TEAM Philippines: SEA Games champion! ☺ Your message to our Filipino athletes?

Senders of d best 20 texts as publishd in Tuesday's **INQBOX** *wil each receiv a "Guyito Stuffd Toy!" ☺*

inquirer box name/age/city/message.
(Maximum of 160 characters)

*Metro Manila winners can call Jane at 8978808 local 335. Provincial winners can text: **inquirer ad name/age/city/mailing address** to 2207 or 283 as their prizes will be mailed to them



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China envoy defends NorthRail plan

By Tonette Orejas and Carmela Reyes
PDI Central Luzon Desk

BALAGTAS, BULACAN—Chinese Ambassador Li Jinjun dispelled findings of irregularities in contracts tied to China's $1-billion loan to the Philippine government's NorthRail project.

Li, in a press briefing held after his inspection of the project's relocation component here on Thursday, also described the loan amount as the biggest infrastructure financing that his country had extended throughout Asia.

"Projects funded by Chinese loans are contracted to Chinese companies," said Li through an interpreter. He said this was similar to the scheme of other countries that extended loan packages.

The University of the Philippines Law Center earlier pointed out "legal infirmities" in the contracts, citing the failure to comply with the requirement of public bidding, the lack of prior Monetary Board concurrence and the absence of a certification of appropriation and availability of funds.

Jose Cortes, president of the state-owned North Luzon Railways Corp. (NLRC), said the agency did not violate any Philippine law when it agreed to the contracts.

"These have been cleared by the Office of the Government Corporate Counsel. Because this was a loan between two governments, the lender was allowed to select the contractor," Cortes said.

He said the China National Machinery and Equipment Corp., the contractor, is government-owned.

According to Li, this was the first time that China lent a "preferential loan" to the Philippines.

"This is not common for China," he said, noting this was an expression of "special friendship" between the two countries that opened diplomatic ties in 1975.

Cortes said President Macapagal-Arroyo secured easy terms in the loan—a 3 percent interest rate, 20-year repayment period for the initial loan of $421 million, a 95-percent equity cover, and extended five-year moratorium on interest—after a negotiation with Chinese President Hu Jintao.

"It's a very friendly arrangement," Cortes said.

Li said his government was eager to start the project soon. Project engineers are arriving on Dec. 11 to present the project design to the NLRC.

NLRC reports said the features of the NorthRail's first phase include the use of 19 sets of diesel multiple units trains with speed of 120 kilometers per hour. The double track rail system would run a total of 64.4 km.

Travel time between Caloocan and Malolos cities, stretching 32 km, would take 37 minutes. The stations would be located in Caloocan, Valenzuela, Marilao, Bocaue, Guiguinto and Malolos.

Dennis Jugueta, NLRC vice president for engineering, said the design would preserve three old Philippine National Railways stations in Polo, Valenzuela and in Meycauayan and Malolos because these were declared as historical sites by the National Historical Institute.

Jugueta said other stations could be preserved when the project cost allowed it.

Li said the NLRC had complied with the first condition of the project when it cleared the project site's first 16 km of squatters.

The NLRC and the National Housing Authority, he said, carried that out with "unprecedented efficiency."

As a counterpart, the Philippine government shouldered the P6-billion relocation cost for more than 44,000 families in the Metro Manila, Bulacan and Pampanga routes of the railway.

As of Thursday, more than 18,000 families in Caloocan City, Malabon and Valenzuela and in the Bulacan towns of Meycauayan, Marilao, Bocaue, Balagtas, Guiguinto and Malolos have been moved out of the old PNR tracks, said NHA general manager Federico Laxa.

But some families from Balagtas complained that they had been disqualified to get lots in relocation sites and the NHA favored a few who lived outside of the affected areas.

A MEMBER of an urban poor group opposing the relocation of families to give way to the NorthRail uses a native tray or "bilao" of coins to illustrate the small gains of the displaced in exchange for the multibillion-peso project. PDI PHOTO

ROUNDUP

Mayor among world's best

CITY OF SAN FERNANDO—Mayor Oscar Rodriguez of this capital city of Pampanga placed fourth in the world's 10 most outstanding mayors, a London-based research organization behind the international search event announced in a statement released here on Wednesday.

Rodriguez, 60, a first-term mayor, was the first Philippine mayor to get the recognition. In July, he made it to the list of top 65 mayors short listed from out of 550 mayors in the world.

Tann vom Hove, editor of the City Mayors, the organizer of the "World Mayor" search, said Rodriguez "played a key role in transforming San Fernando from a town to a recognized city." As Pampanga representative, Rodriguez worked for the legislation of the town into a city in 2001.

Von Hove said Rodriguez "won wide support" from across the Philippines. He also received votes from Filipinos in North America and Europe.

According to Von Hove, the four top mayors all received more than 6,000 votes. Voted top three mayors were Dora Bakoyannis of Athens, Greece; Hazel McCallion of Mississauga, Canada; and Alvaro Arzu of Guatemala City, Guatemala.

Tonette Orejas, PDI Central Luzon Desk

Mayor survives boat sinking

ILAGAN, Isabela—A policeman drowned while Mayor Joseph Llopis of the island town of Calayan in Cagayan and six others survived on Wednesday when their boat capsized off the Balintang Channel. Senior Supt. James Andres Melad, Cagayan police director, identified the victim as PO3 Mario Pedronan, 25. Melad said the group was bound for Claveria town when their motorized banca suffered engine trouble. Strong current battered the boat until it capsized at 11 a.m., reports said. Fishermen in the area rescued Llopis and his six men. Melad said Pedronan, who was wearing a life jacket, jumped into the sea as the boat was sinking but strong current swept him. Fishermen later recovered his body.

Villamor Visaya Jr., PDI Northern Luzon Bureau

Workers demand P125

BAGUIO CITY—Citing the worst economic crisis under the administration of President Macapagal-Arroyo, workers in the Cordillera have filed a petition seeking a P125 daily wage increase. Leonida Tundagui, coordinator of Kilusang Mayo Uno-Cordillera, said members of the Cordillera Workers Alliance (CWA) filed the petition on Nov. 30 with the regional tripartite wages and productivity board (RTWPB). The petitioners cited the rising prices of commodities and the implementation of the expanded value-added tax law in seeking the increase. The minimum daily wage in the Cordillera is P174. Jose Macalanda, one of the convenors of the CWA and an employee of Philippine Rabbit Bus Co., said the demand for a wage increase was long overdue. "We do not expect much but we are still hoping that the government will look into the plight of wage earners ...," he said.

Desiree Caluza, PDI Northern Luzon Bureau

Monkey bite leads to death

GENERAL SANTOS CITY—A five-year-old girl here died of infection on Tuesday, 12 days after a monkey bit her. The victim's father, Ladislao Orate of Barangay Labangal, told reporters his daughter was attacked by a pet monkey of another family on Nov. 24. He said he rushed his daughter to the St. Elizabeth Hospital here for treatment after she suffered fever. The following day, the victim underwent surgery but her condition did not improve. On Dec. 1, he said his daughter was transferred to an intensive care unit due to deteriorating condition but died five days later. Orate, a retired Marine captain, said he would sue the monkey's owner for negligence. "I won't ask even a single centavo. I just want him jailed for his negligence," he said.

Aquiles Zonio, PDI Mindanao Bureau

SUGAR PLANTERS' APPEAL

Senate urged to rush passage of ethanol bill

By Nestor P. Burgos Jr.
PDI Visayas Bureau

ILOILO CITY—A FEDERATION of around 15,000 sugar planters in Panay is urging the Senate to speed up the passage of the ethanol bill to encourage investors to put up plants on the island.

Francis Treñas, president of the Panay Federation of Sugarcane Farmers Inc. (PFSFI), said his group had earlier endorsed House Bill No. 4269, authored by Bukidnon Rep. Juan Miguel Zubiri, and would want the Senate to rush approval of counterpart bills authored by Senators Aquilino Pimentel Jr. and Richard Gordon.

HB 4269, which was passed on Nov. 4, mandates the use of ethanol as transport fuel.

Treñas said the PFSFI, an umbrella group of 14 associations of sugar planters in Iloilo and Capiz, passed on Nov. 5 a resolution expressing support for HB 4269 and endorsing the counterpart bills in the Senate. A copy of the resolution was sent to the Senate last week, he said.

The measures call for mandatory use of a minimum of 5-percent ethanol in all gasoline use for motor fuel within two years from enactment of the laws, and 10 percent by the end of the fourth year.

Sugarcane is one of the main sources of ethanol, considered a cheaper and clean substitute to imported fuel and other fossilized energy sources, such as diesel and coal.

"We are so much delayed (in the developing of an ethanol industry) compared to other countries like Brazil, Thailand and Australia," Treñas said.

He said sugar planters in Panay would welcome investors on the proposed ethanol plants in Iloilo and Capiz, which have most of the island's 25,000-30,000 hectares of sugarcane plantations.

Two sugar mills are found in Iloilo and another in Panay.

Sugar planters could easily supply two ethanol plants, Treñas said. But he said investors remain tentative with their plans unless a law was passed to ensure their capital and supply requirements.

An ethanol plant costs around P1.5 billion, but existing sugar mills can be converted with an investment of P500 million.

In its resolution, the PFSFI pointed out that biofuel, like ethanol, was fast emerging as an alternative source of energy.

The development of the ethanol industry would also alleviate the plight of key industries suffering from erratic price of imported crude oil, it said.

Treñas said the sugar industry was among those that suffered most from high fuel costs, which have increased the cost of fertilizers by 65 percent.

The plants could also absorb excess sugar supply that is dumped in the world market. Sugarcane production in Panay reached around 1.2 million metric tons last year with 20 percent sold to the world market, said Treñas.

He said developing the ethanol industry would help stabilize the price of sugar because of the fix supply requirements of the plants.

This would benefit thousands of sugar cane farmers, especially those owning from 2-3 hectares of land, he said.

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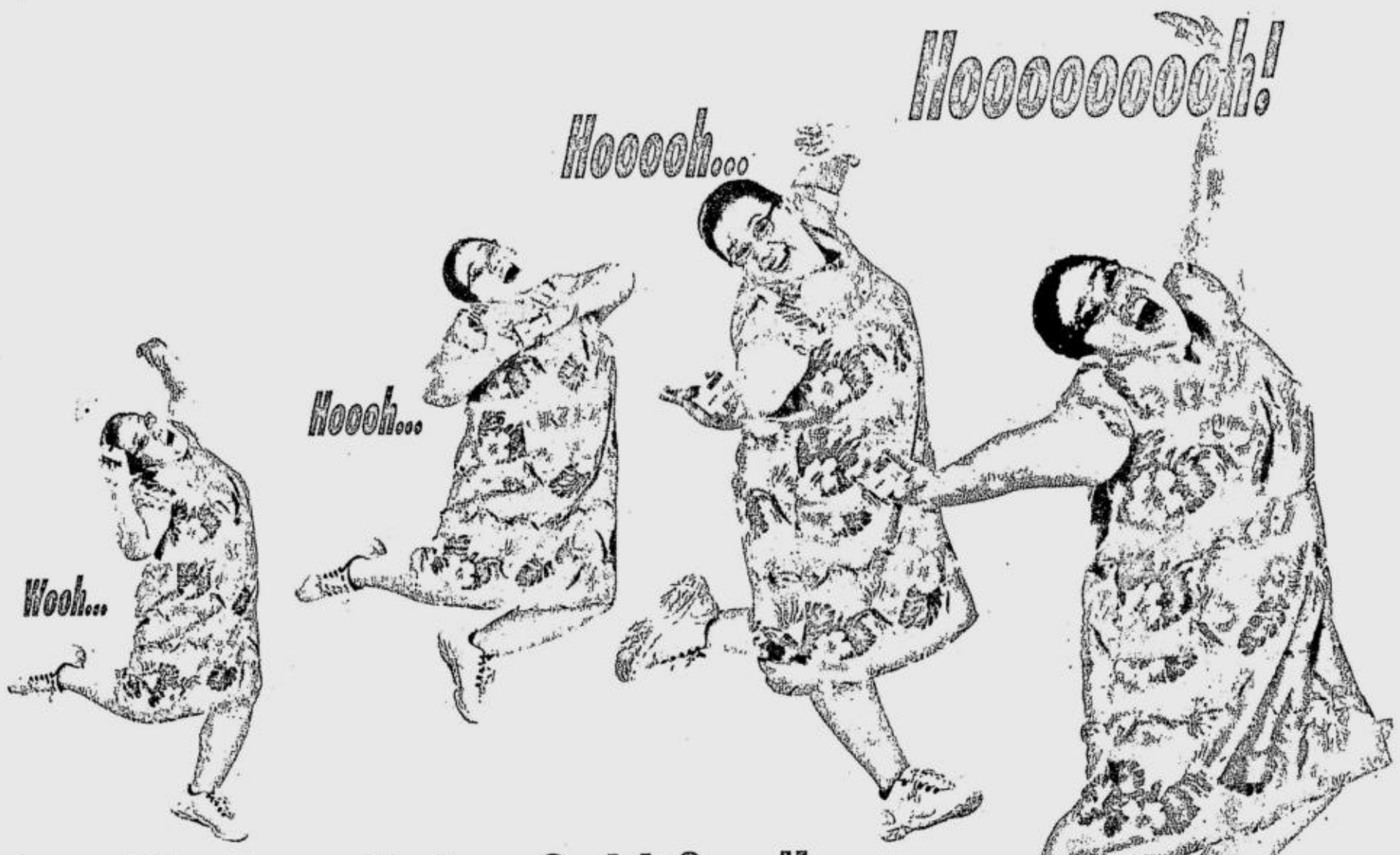

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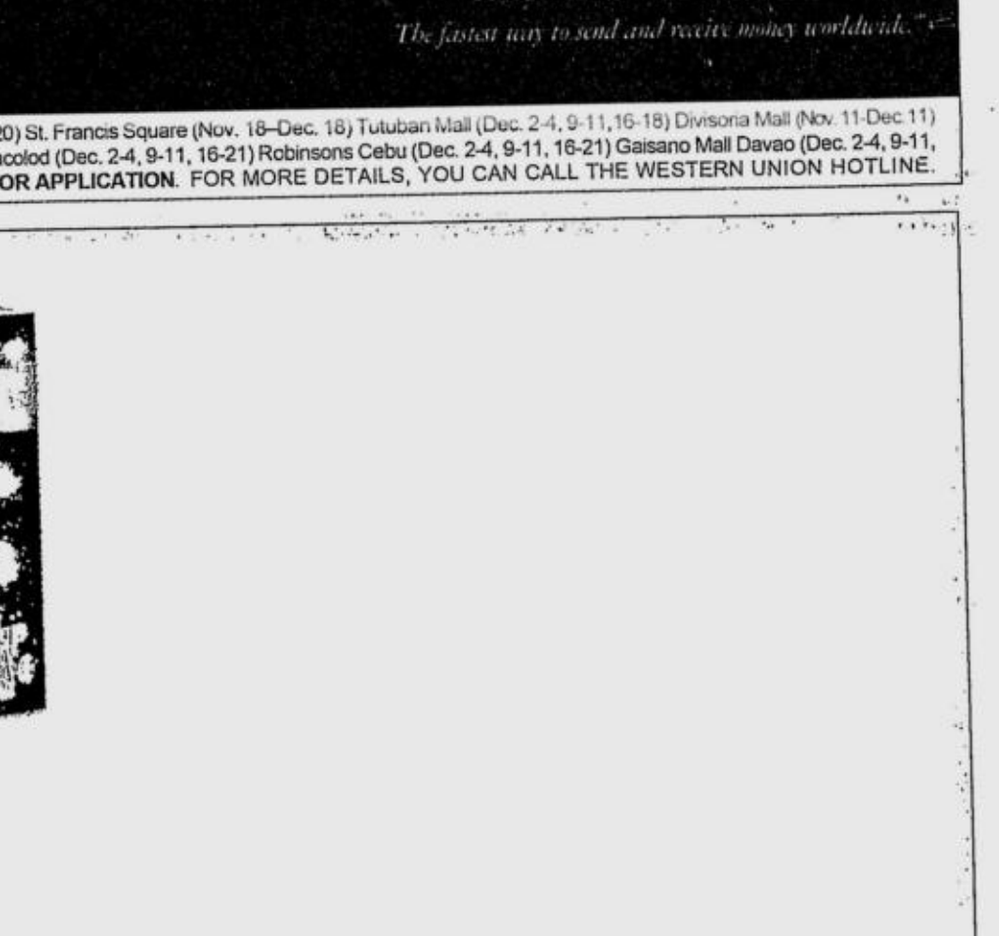
Sa pagdiriwang natin ng Pasko, alalahanin natin ang mga batang nagugutom. Tulungan natin sila sa pamamagitan ng pagbili ng CDO Holiday Ham. Sa bawa't CDO Holiday Ham na bibilhin mo, ang 5 piso ay mapupunta sa GABAY BUHAY project na nagsusulong ng programang nutrisyon para sa mga kapuspalad na batang dumaranas ng matinding gutom.

Kailangan nila ngayo'y laman ng tiyan upang lumakas ang kanilang katawan at tumalas ang isipan ng sa gayon ay lumaki silang kapaki-pakinabang sa ating lipunan. Kaya ang handa mong CDO Holiday Ham ngayong Pasko ay paghahanda rin sa kanilang kinabukasan.

Para sa karagdagang katanungan, tumawag sa 294-1111 lokals 220 at 230 o 291-1599.



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BIGYAN BUHAY ANG PAGMAMAHAL

RP, Malaysia start naval exercises vs terror

ZAMBOANGA CITY—THE Philippine and Malaysian navies have started a joint exercise against foreign and local terror groups exploiting the seas shared by both nations.

Commodore Rufino Lopez Jr., commander of the Naval Forces Western Mindanao, said the conduct of the Malaysian-RP Exercise (Marex) is also aimed at enhancing the capability of both naval forces in confronting new threats.

The Philippines and Malaysia are often referred to as backdoor neighbors.

People from Mindanao, particularly those in the western area, regularly travel to Malaysia via Sandakan or Sabah.

The vast seas bordering the two countries have also provided avenues for pirates, smugglers and criminals to carry out their acts because these are not well-guarded.

"We recognize our limited capability and one way of strengthening our porous border is the timely exchange of intelligence information," Lopez told reporters here during Wednesday's opening of Marex.

Focus

Lopez said he and Royal Malaysian Navy 1st Admiral Mohammad Rashid Harun agreed that the exercise should focus on enhancing intelligence sharing aside from common physical activities such as search and rescue operation and specialized small units sea patrol.

"The illegal activities mean a lot. The exercise will help us to address many problems including transnational crimes that happen in our border," Harun agreed.

Harun said the information and cooperation will become a deterrent "to whoever has plans in committing illegal activity."

He cited a recent cooperation between the Philippine government and Malaysia particularly when reports broke out that Abu Sayyaf chieftain Khadaffy Janjalani had fled to Malaysia.

Efforts

Harun said upon the request of the Philippine military, Malaysian authorities have exerted efforts to verify the reports.

The Abu Sayyaf, although a homegrown bandit group, has become some sort of an international crime group, because it also raided Malaysian territories at the height of its kidnapping spree.

Among these was the 2000 Sipadan hostage-taking, where several foreigners had been abducted.

"Any terror activity has become a national interest of Malaysia," Harun said. *Julie Alipala, PDI Mindanao Bureau*

Quezon town mayor vows to put up fight vs order removing him

GENERAL NAKAR, QUEZON—For three days, deposed General Nakar Mayor Hernando Avellaneda Sr. has remained holed out inside the municipal mayor's office here, continuing to defy a court order stripping him of the authority to govern as the local chief executive.

"It would be easy for me to give up my post. But what I'm fighting for is the fact that the judiciary has made a mockery of the will of my people. This is a matter of principle because the court fooled us," Avellaneda said in a mobile phone interview on Wednesday.

On Tuesday morning, amid the tension created by Avellaneda's refusal to vacate his post, former town Mayor Leovigildo Ruzol took his oath of office before lawyer Nelson Ambal, a local notary public, inside the Sangguniang Bayan Building in another part of the municipal hall compound at the outskirts of the town.

Two sheriffs from the Lucena City Regional Trial Court accompanied Ruzol in the implementation of the writ of execution nullifying Avellaneda's victory in the last elections.

Infanta Judge Virgilio Alpajora, in his decision dated Nov. 14, declared Avellaneda's election in May 2004 "null and void" and also declared Ruzol as the duly elected mayor.

However, only 14 out of 64 contested ballot boxes actually passed the scrutiny of the revision committee assigned by the court.

The rest of the unrevised ballots turned out to have been soaked in floodwater for more than a month, making further revision impossible.

Avellaneda lambasted the court decision as a "mockery of justice" and called the installation of Ruzol a "farce."

To ease the rising tension, Supt. Pablito Duron, chief of the 414th Quezon Provincial Police Mobile Group based in Real town, asked Avellaneda to surrender the Armalite rifle, which he had inside the office.

Avellaneda could not do anything but surrender the firearm.

The mayor earned the moniker "Mayor Gapos," for his unconventional way of treating suspected criminals in his town.

His life was also made into a movie with his popular tag as the title.

"I advised him to just follow the law," Duron said, adding that he allowed Avellaneda to continue to stay inside his office for "humanitarian consideration."

"He will soon realize that he's now alone, that he's no longer the town mayor. We'll just wait for that," the police official said.

He said the police force would continue to stay inside the compound to maintain peace and order.

Ruzol temporarily holds office in the Sangguniang Bayan Building.

On Wednesday, Ruzol called all local officials for his first official meeting.

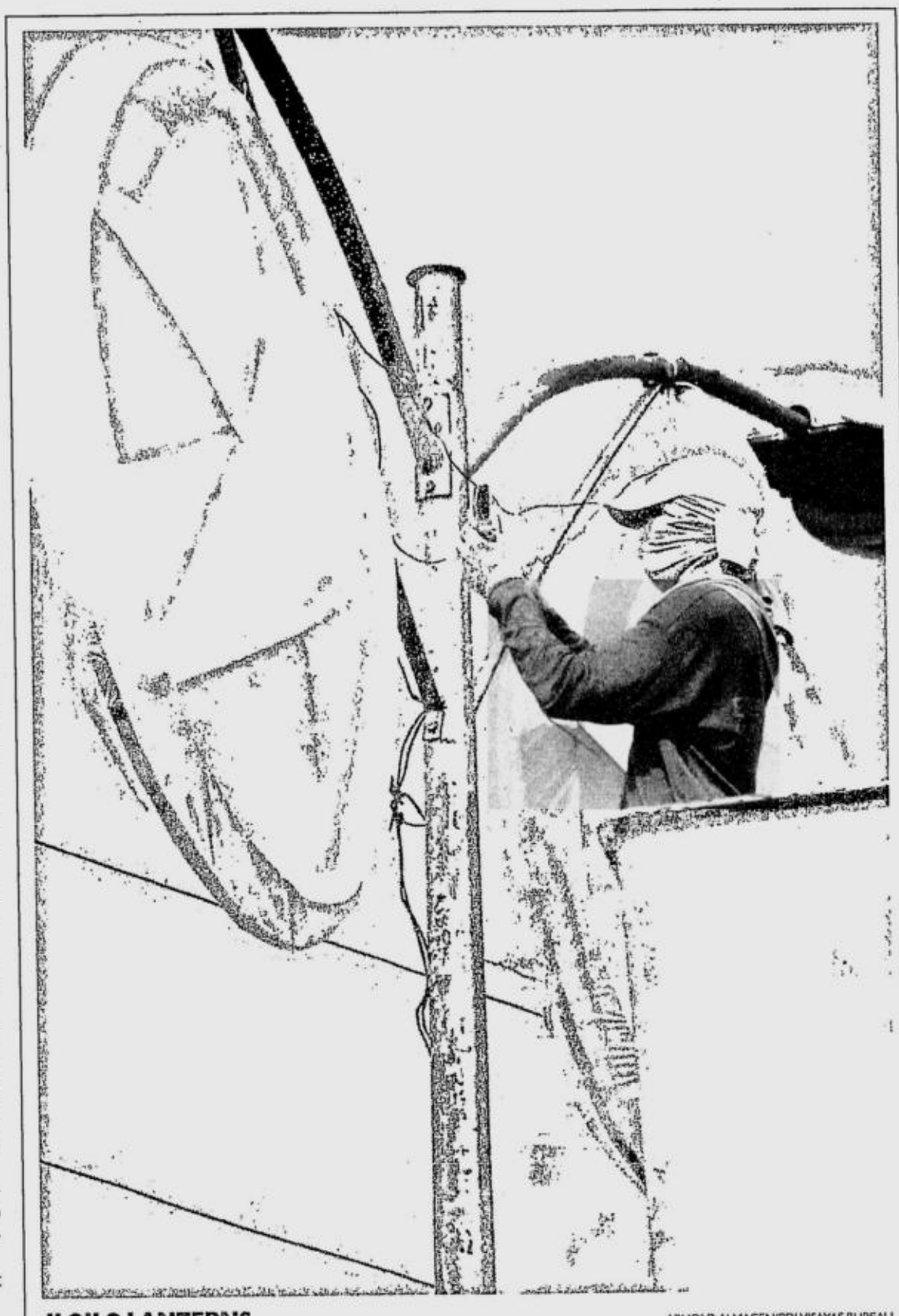
"It's normal business for the local government," he said.

"I hope former Mayor Avellaneda will just obey the law. I'm not the one forcing him out, it's the law that has ordered him to vacate his post," Ruzol said.

Avellaneda said he would continue to stay inside his office to show his defiance of the court decision.

"They can force me out but over my dead body," he warned.

The door leading to his office has been padlocked from the inside. *Delfin Mallari Jr., PDI Southern Luzon Bureau*



ILOILO LANTERNS ARNOLD ALMACEN/PDI VISAYAS BUREAU

Workers of the Iloilo City engineers' office start sprucing up the city's lamp posts with lanterns to usher in the start of the holiday season.

Execs seek funds for new site for wastes

LAOAG CITY—OFFICIALS HERE are scrambling for funds to rehabilitate the city's sanitary landfill following an order from the Department of Environment and Natural Resources (DENR) to stop dumping garbage at the site in violation of the ecological solid waste law.

Victor Ancheta, DENR regional executive director, ordered the "cessation of dumping activities" on Nov. 21, citing that the "current practice of open dumping and absence of a leachate collection and treatment system do not conform with the technical guidelines for its operations."

A leachate system is a pond-like structure intended to collect liquid from the solid waste. The pond is connected to a spillway so that the liquid trapped inside would not contaminate ground water sources.

Mayor Michael Fariñas received a copy of the order on Nov. 30. Based on DENR's evaluation, the city's practice of waste disposal is deemed to be an open dumping in violation of the law. The 2.22 hectare-landfill area started operating in 1998.

Confusion

The order caused confusion among city officials who interpreted it as effective immediately upon receipt.

Joseph Tamayo, city community affairs officer, said garbage collectors stopped making their rounds along their routes in urban areas since Dec. 1 because of the order.

The DENR provincial office, however, allowed the city government to continue using the facility provided it adopted measures to improve the area and control the dumping of wastes.

"The order did not provide that the city should completely stop from using the facility. But officials must do something to convert it from an open dump to a controlled one," said Alice Ruadap, focal person of the Community Environment and Natural Rasources' ecological solid waste division.

Ruadap said the city government is given until end of January next year to upgrade the landfill from its present condition or face being slapped with a P50,000 for each day of violation.

Grace period

"Residents must comply with waste segregation from source to reduce the garbage volume thrown at the dumpsite," she said.

Despite the grace period that the DENR extended, Tamayo said there was still the need to raise funds to convert the landfill to a controlled dump in compliance with the law.

According to Tamayo, P5 million was approved to buy equipment, chemicals, facilities and other operational needs for the city's waste disposal system out of the P7 million that the office the mayor sought.

Of the approved budget, P1 million was supposed to be appropriated for the landfill's operation. The city council, however, disapproved the budget.

"The landfill is virtually operating without funds. The mayor is slicing funds from other departments just so we can buy gasoline and other maintenance for the garbage trucks," Tamayo said.

He advised residents to create their own backyard compost pits and observe waste segregation while the city government worked out means to improve the landfill. *Cristina Arzadon, PDI Northern Luzon Bureau*

Drug menace spreads to 30 villages of San Pablo, police say

SAN PABLO CITY—ILLEGAL drugs, like shabu or methamphetamine hydrochloride, are widespread in at least 30 barangays of this city, according to the city police chief.

In a report presented to the city council of San Pablo about the current status of the anti-drug campaign of the government, Senior Supt. Elmo Sarona, San Pablo City police chief, said that the drug menace has now affected 30 barrios.

Sarona said the barangays affected by the spread of the illegal drugs included Barangays 1-B, Bagumbayan, II-A, III-C, II-E, VI-D, VI-E, Del Remedio, San Nicholas, San Cristobal, San Diego, San Francisco, San Gabriel, San Gregorio, San Jose, San Juan, San Lucas I, San Lucas II, San Marcos, Sta. Isabel, Santiago II, San Rafael, Sta. Elena, San Buenaventura, Sta. Maria, San Roque, Sto. Angel, Sta. Felomina, Sto. Cristo and Sta. Cruz (Putol).

Sarona said that since January 2005, the city PNP's anti-drug operations resulted in the arrest of 94 persons involved in drugs, 12 of them were drug pushers and 82 were drug users. At least 52 of these drug suspects are now facing cases in various courts.

Among the latest drug suspects arrested by the police included the three sons of late Overseas Filipino Worker (OFW) Flor Contemplacion. They are Sandrex, 32; twin brothers Joel, 25 and Junjun, 25.

Police had said that the three were arrested allegedly in a buy-bust operation for "peddling illegal drugs shabu (methamphetamine hydrochloride) in their area for years."

Sarona also reported that in the year 2003-2004, the city police had conducted 119 anti-drug operations, which resulted in the apprehension of 284 suspects involved in drugs. Of the number, 52 were drug pushers, 202 were drug users and a total of 100 grams of shabu were confiscated.

The police chief appealed to the barangay officials to regularly have a dialogue with the police to speed up the process of solving the illegal drug problem in their areas.

Sarona also requested the city council of San Pablo to provide funds to the police station for the acquisition of facilities needed to determine whether arrested suspects are actual users of the prohibited chemicals or not.

The city police head finally requested the council to pass an ordinance that would provide legal counsel to some members of the PNP who are facing charges in court as a result of their operations against individuals involved in illegal drugs. *Romulo Ponte, PDI Southern Luzon Bureau*

Mayor turns to bishop to solve row on flower fest

BAGUIO CITY—MAYOR BRAULIO Yaranon asked Baguio Bishop Carlito Cenzon on Tuesday to resolve a legal contest between two organizations claiming ownership over the Panagbenga or Baguio Flower Festival.

In Administrative Order 285, Yaranon appointed Cenzon as chair of an interim organization that would plan the 11th Panagbenga festival next year.

The mayor said he expected Cenzon's designation to silence his critics because the bishop could include in his team representatives from a city-backed festival organizer and the festival's founder.

Yaranon asked the Securities and Exchange Commission on Wednesday to suspend the Baguio Flower Festival Foundation Inc. (BFFFI), which is led by lawyer Damaso Bangaoet Jr., former president of the defunct John Hay-Poro Point Development Corp. (JPDC), Baguio Rep. Mauricio Domogan and former Mayor Bernardo Vergara.

Yaranon told SEC Chair Fe Barin and SEC Baguio Director Annie Gonzalez-Tesoro that the BFFFI failed to account for P4.4 million which the city government released as aid to the foundation.

He said BFFFI credited the amount as donations, when it should be liquidated because it represented "financial assistance using government funds that were disbursed by government officials."

Bangaoet, members of the Baguio Tourism Council, and officials of the Camp John Hay Development Corp. (CJHDevco) conceived the festival in 1995 as part of a campaign to draw back tourists to the summer capital.

Baguio tourism suffered years after the July 16, 1990 earthquake devastated the city.

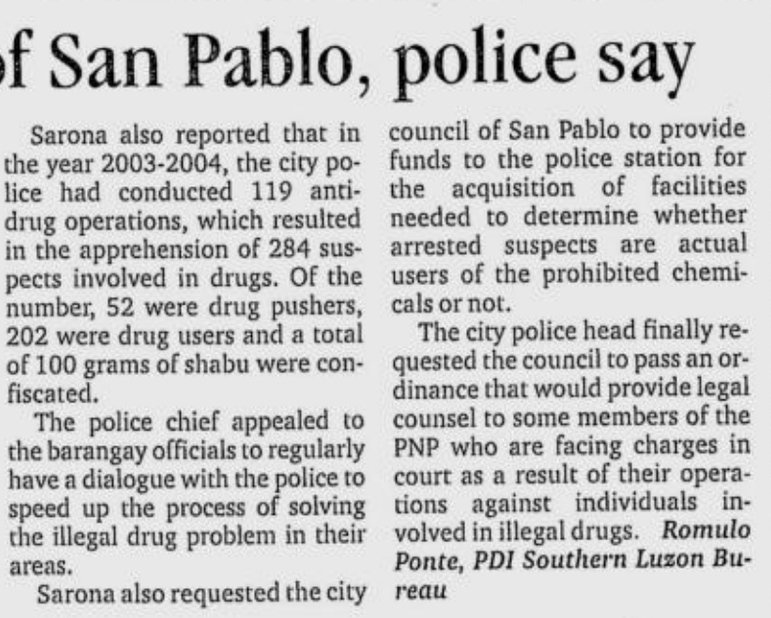
The BFFFI was formed to handle the activities.

But Yaranon said Ordinance 44 in 1997 already institutionalized Panagbenga as a city festival, giving the city government the sole right over the activity.

He authorized the Baguio Flower Festival Association Inc. (BFFAI), a new organization run by Baguio businessmen, to manage the 2005 festival.

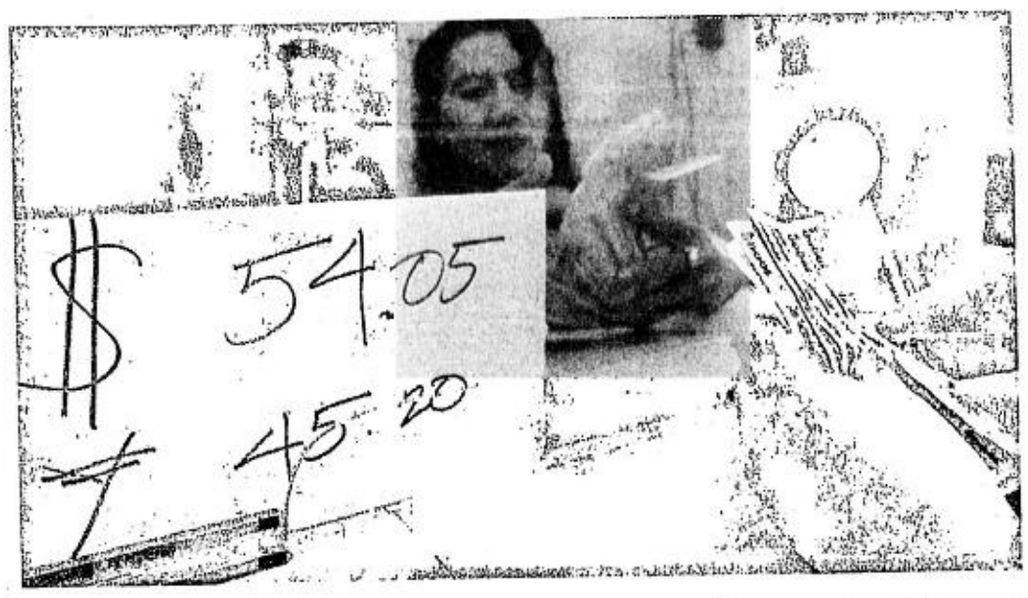
Yaranon backed BFFAI when he ordered it to prepare next year's festival. But Domogan launched the BFFFI's version of the flower festival on Dec. 4.

Yaranon said back channel talks between him and Domogan failed to draw up a compromise festival plan. The mayor said he only wanted the festival to run "without politicians." *Vincent Cabreza, PDI Northern Luzon Bureau*



TOOTS SOBERANO/PDI NORTHERN LUZON BUREAU

THE BAGUIO Flower Festival last February.



THE DOLLAR ALSO RISES, and counting as remittances from OFWs stream into the country for the holidays.

JIM GUIAO PUNZALAN

Peso rallies to 2-year high: 53.67 to US dollar

From page A1

53.67, its strongest finish since July 17, 2003. Volume at the spot foreign exchange market remained high at $570.5 million.

Some traders said the peso would have appreciated even faster if the BSP was not scooping up dollars to take advantage of strong inflows.

"We've felt the BSP in the market although it has been buying dollars only in small amounts, as if to say the peso is rising too fast so I must smoothen the fluctuation," a currency trader said.

Interest rates

Aside from the seasonal surge in OFW remittances, the peso was lifted by expectations that the BSP might further hike its overnight rates very soon, especially since the central bank of Korea recently raised its own rate by a quarter percentage point.

"The expectation of further tightening soon helped spur the appreciation of the peso," said Jonathan Ravelas, Banco de Oro Universal Bank chief market strategist.

Since a key barrier at 53.83 has been breached, Ravelas said the market's next likely target would be 53.50:$1.

Ravelas said expectations of a rise in local short-term interest rates were likewise fueled by indications that the Bureau of Treasury was keen on more longer-term domestic borrowings for 2006.

More room to rise

Marcelo Ayes, Equitable PCI Bank chief currency trader, said there was more room for the peso to appreciate, as OFW remittances were historically strongest in the third week of December.

"The market has discounted the Garcillano hearings," he said, referring to congressional investigations of wiretapped conversations between President Macapagal-Arroyo and former Election Commissioner Virgilio Garcillano in which the President allegedly ordered him to rig last year's presidential election. *(See stories on this page.)*

If the next barrier of 53.50 would be broken, Ayes said the peso could retest the 52.20-51.88:$1 range last seen on May 8, 2003.

Aside from remittances and funds flowing into stocks, Ayes said some banks were unloading profits from their holdings of Philippine dollar bonds.

Because there was a limit to the amount of dollars the banks could hoard, many had to sell excess dollar earnings on the spot market, he said.

More remittances expected

The peso is likely to consolidate in the days ahead and resume its ascent as more remittances pour in in the third week, according to currency traders.

"We'll have a good run even for next year because of pending fiscal reforms that shall result in a lower-than-expected government deficit outlook," Ayes said.

He said fresh investments in the country's fast-growing business process outsourcing would also likely help supply more dollars to the foreign exchange market.

Tetangco, for his part, would not say whether the BSP would further hike interest rates over the near term. The setting of the next interest rate by the policy-making Monetary Board is scheduled for Thursday next week.

"There has been a deceleration in domestic liquidity growth. There's a recovery in the peso and oil prices are still lower than the highs we've seen before," Tetangco said.

Inflation

"But what we need to look at is the inflation outlook for 2007 because of the lag in monetary policy," he said.

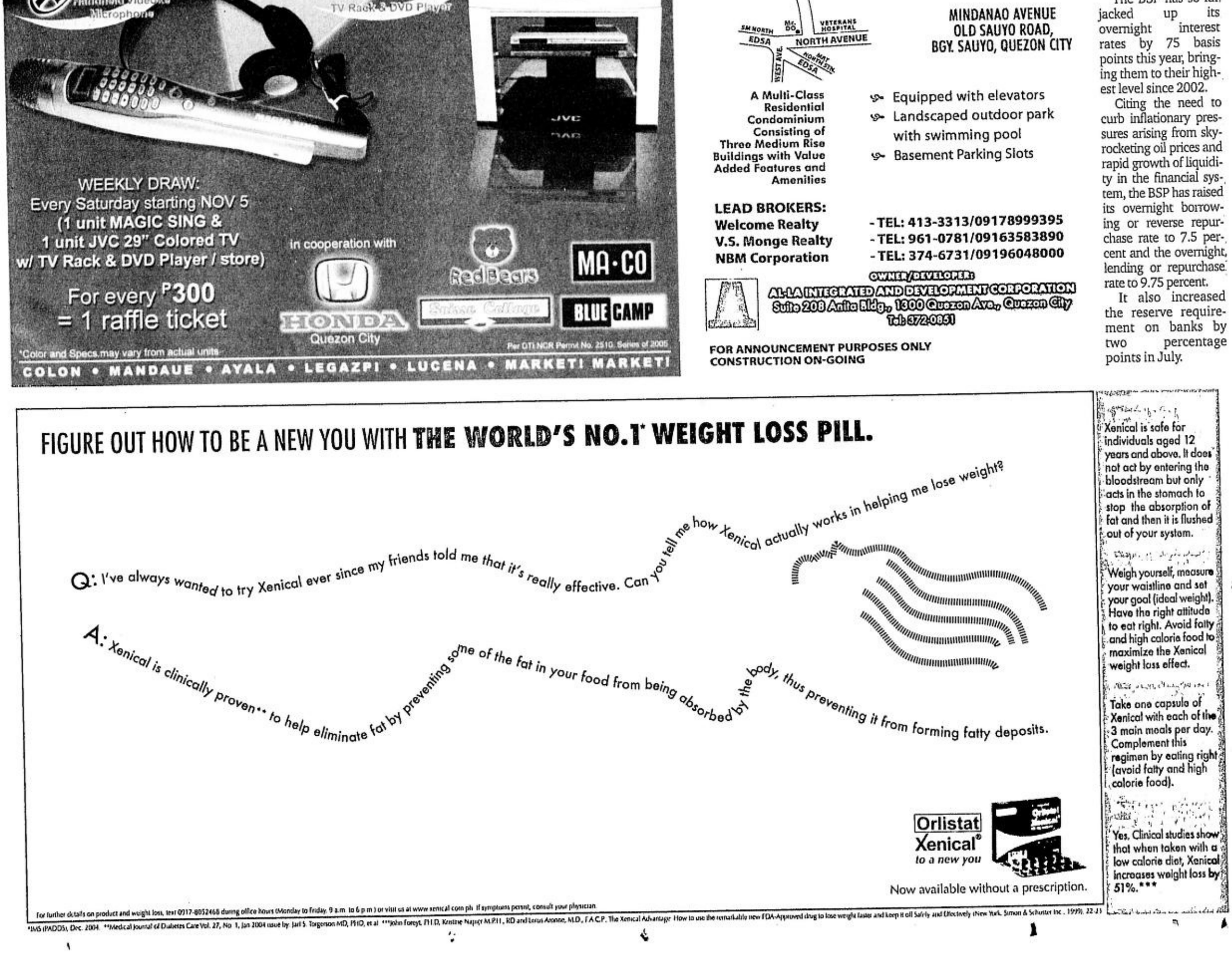
As a rule of thumb, the central bank raises its short-term interest rates to arrest inflationary pressures by siphoning off the excess money supply that triggers consumer spending.

But a monetary action in a given time is seen to affect inflation only after 15 to 21 months.

The BSP has so far jacked up its overnight interest rates by 75 basis points this year, bringing them to their highest level since 2002.

Citing the need to curb inflationary pressures arising from skyrocketing oil prices and rapid growth of liquidity in the financial system, the BSP has raised its overnight borrowing or reverse repurchase rate to 7.5 percent and the overnight lending or repurchase rate to 9.75 percent.

It also increased the reserve requirement on banks by two percentage points in July.



'Isafp 14-man team behind Garci tapes'

From page A1

worked on it)," she said, recalling what Doble had told her about the wiretapping of the President and former election commissioner Virgilio Garcillano.

She said she also stayed in the Isafp compound for a month after Doble was cashiered. This followed revelations by whistle-blower Samuel Ong on June 10 that he had the "mother of all tapes." Ong said he got this from Doble.

Santos, who said she used to be Doble's "No. 3" to gales of laughter at the nationally televised hearing, confirmed claims by Ong, a former deputy director of the National Bureau of Investigation, that Doble had given him the wiretaps.

The release in June of the recordings, which the opposition claimed was evidence of electoral fraud, sparked the worst crisis in President Arroyo's 4-year-old administration and an impeachment attempt which her allies in the House of Representatives squelched in September.

On questioning by the committee chair, Sen. Rodolfo Biazon, and other senators, she said Doble had told her that his superiors had ordered the wiretapping but that he did not explain why.

AnINQUIRER special report last September said that Garcillano was the object of the wiretaps and that it was ordered by Malacañang because it was uncertain about Garcillano's trustworthiness.

Santos said Doble told her he sold the tapes to Ong for P2 million in May in a meeting at the Imperial Palace hotel in Quezon City. She said that Lito Santiago, an NBI operative and Ong's bodyguard, had taken the tapes from Doble at Isafp.

Doble, who is under AFP custody, along with his legal wife and two children, has denied giving the tapes to Ong. *(See story on PageA1).)*

Santos, who was casual in a denim jacket, said that while she and Doble were no longer lovers, they still maintained contact by mobile phone.

"In fact, he wants to come out, but he doesn't know what to do. He's afraid for his family," she said. "If he has a chance, he wants to meet with Ong and Lito Santiago and say sorry because he was party to the filing of illegal detention charges against them."

SEN. RODOLFO BIAZON, chair of the committee on national defense and security probing the wiretapping of the President of the republic.
JESS YUSON

"GARCIGATE" inquiry reopens at the Senate with Comelec chair Benjamin Abalos and Sharia Judge Nagamura T. Moner among the witnesses.
JESS YUSON

WITNESS Ashmare Lucman heads the Lanao Unity Movement for GMA but his testimony is damaging to Mike Arroyo.
JESS YUSON

Santos shrugged off kidnapping charges against Ong that stemmed from a brief stay at the San Carlos Seminary in Makati. She said she, Doble and Ong had sought refuge at the seminary after Ong made his dramatic announcement in June and attempted to summon mass demonstrations to press demands for Ms Arroyo's resignation.

Santos said she saw Ong on TV on Wednesday and she took pity on him, that's why she decided to come out.

Victim of dirty game

"I pity him. He's a victim of a dirty game. I want to help him. He has nothing to do with this. They're all victims," she said of Ong, who faced the press at an undisclosed place on Wednesday, to request that criminal charges be lifted against him so he can appear before the panel.

Lanao vote-buying

The committee also heard testimony from Ashmare B. Lucman, president of the Lanao Unity Movement for GMA (LUM), that Ms Arroyo brought P2 million to Cagayan de Oro to buy the silence of her supporters who had carried out a "special operation" in Lanao del Sur to ensure her victory.

Lucman, of Bayang town, Lanao del Sur, said that Judge Nagamura Moner, former LUM president, received the P2 million stuffed in a blue paper bag from Ms Arroyo at the Philippine Ports Authority (PPA) office on June 15. She was with National Security Adviser Norberto Gonzales and Environment Secretary Michael Defensor, said Lucman.

On June 17, LUM officials told the press that no cheating had occurred in the province, he said.

Lucman said that 13 months earlier, Ms Arroyo's husband, Jose Miguel Arroyo, and Manila airport chief Alfonso Cusi had sent P1 million to LUM to bribe election officers into overturning the lead of her closest rival, the late actor Fernando Poe Jr.

Where's proof?

Jesus Santos, a lawyer for the President's husband, said, "Those were lies." In a statement, he said, "Where's the proof that the money came from Mr. Arroyo?"

In an INQUIRER interview, Cusi denied Lucman's claim. "I definitely don't know him and there's no truth to that."

Moner, who was reappointed by Ms Arroyo as judge of the Sharia Circuit Court of Wao-Bumbaran, Lanao del Sur, in February 2004, flatly denied the allegation.

"I will never be a party to cheating," he told the hearing.

Moner, Lomala Macadaud and Minupun Batugan, all connected with LUM, had given separate interviews to Probe Team, a television news program, claiming that they were instructed by Mr. Arroyo to bribe election officials in Mindanao to ensure Ms Arroyo's victory. But Moner later denied the allegations.

Special operations

Lucman said that Mr. Arroyo and Cusi, who was then with the PPA, had sent the P1 million for "special operations," that entailed paying off municipal election officials—at P50,000 or P10 per vote lead—in the province to overturn Poe's lead in the election returns in May 2004.

Senate President Franklin Drilon decided to grant Lucman's request to be placed under the witness protection program for legislative witnesses, where he would be immune from criminal prosecution.

At the hearing, Moner tried to disown an affidavit he had submitted to the committee, saying that he was tricked by his lawyer, Roel Pulido, into executing it.

"I could not swear to the truthfulness because they are not the truth," he said, referring to his affidavit in which he detailed the role he played in the bribery of election officials to ensure Ms Arroyo's victory.

"I wasn't coerced. I was tricked. I was fooled. I was victimized into saying that... I was told by Attorney Pulido to just sign it so that he'll have something to prove that he met me in Cagayan de Oro," he said.

But Pulido played a taped conversation indicating that Moner had made the statement voluntarily.

No shows

Garcillano, Ong and Vidal failed to appear at the Senate hearing for various reasons. Garcillano begged off after undergoing a "punishing" 10-hour long hearing" at the House of Representatives on the same issue last Wednesday, said Biazon.

Ong is facing arrest for charges of illegal detention and kidnapping and inciting to sedition. Vidal is covered by Executive Order 464, which bars administration, police and military officials from appearing before congressional hearings without the President's permit, Biazon said.

Santos recalled that Doble briefly played the master tape for her and told her the voices were that of Ms Arroyo and Garcillano. But she said she never saw the group that did the alleged wiretapping.

Santos confirmed her earlier statement that it was Doble who gave the tape to Santiago who turned it over to Ong in February this year. The tape came from Isafp's MIG 21.

She also recalled that Santiago, Ong's driver, delivered the P2 million to Doble at the Imperial Palace, but admitted that they never counted the money.

Of the amount, Doble gave her P70,000, his brother Reynaldo P200,000 and Santiago, P200,000, according to her.

"It was supposedly for Doble's birthday," she said when asked what the money was for.

Santiago delivered the money after Doble confessed to Bishop Teodoro Bacani that he had turned over the tape to Ong "to expose" the alleged administration-instigated cheating. The confession was recorded on tape.

Santos said Doble "turned around because the Isafp fetched his wife and two kids in Kidapawan, Cotabato, and took custody of them."

"I don't know if you could call that hostage." Santos said. *With reports from Nikko Dizon, Grace C. Albasin, PDI Mindanao Bureau, Reuters*

Where's Sgt. Doble?

From page A1

Chief of Staff Gen. Generoso Senga admitted yesterday.

But Doble, an operative of the Intelligence Service of the AFP (Isafp), may be facing charges in connection with allegations that he got P2 million for saying that Isafp was behind the "Hello Garci" wiretap, an Isafp official said, speaking on condition of anonymity.

The INQUIRER source also said Doble had returned to work while awaiting charges for allegedly accepting P2 million in exchange for saying that the "Hello Garci" tapes Isafp wiretaps.

Senga made the statement when asked by reporters about the testimony by Doble's girlfriend, Marietta Santos, before a Senate hearing that Doble wiretapped the President on orders of his superiors.

"I think these are not proven facts. The basis of your questions are not proven facts. These are not established facts," Senga said.

But he admitted there was never any military investigation of Doble to check such allegation.

"The investigation of Sgt. Doble is being undertaken by the CIDG (Criminal Investigation and Detection of the Philippine National Police). I have no idea what is going on with the CIDG," Senga said.

Senga said Santos' claim that the recordings came from Isafp should be resolved by the congressional committees looking into the controversy, and that the military would no longer investigate it.

Evasive

When pressed why he won't investigate Isafp's involvement, Senga referred to the fact-finding probe conducted by Inspector General Vice Admiral Mateo Mayuga, who assumed the post of Navy Flag Officer in Command yesterday.

PDI PHOTO

T/SGT VIDAL DOBLE recants his earlier testimony vs Ong thru ex-live-in partner Marietta Santos during her appearance at the Senate hearing on Thursday.

But Mayuga is not investigating the alleged wiretapping, but the conduct of military personnel during the elections.

In previous interviews, Senga was evasive whenever he was asked the status of the investigation of Doble's role in the "Hello Garci" tapes.

On Nov. 23, he said Doble had an "administrative case." But he declined to give details.

An AFP spokesperson said the case was likely handled by Isafp. AFP Deputy Chief of Staff Lt. Gen. Samuel Bagasin could also not give any details, except that "Doble was investigated by Isafp."

Doble, who belongs to the Military Intelligence Group 21 (MIG-21), a technical intelligence unit based in Metro Manila, remains under Isafp custody, according to Senga.

The official, who did not wish to be named said Doble had been transferred from Military Intelligence Group (MIG) 21, the Isafp unit for technical intelligence, to another unit at the Isafp compound in Camp Aguinaldo.

According to the official, Doble also faces possible court-martial for corruption, as recommended by an Isafp internal investigation that was initiated in June.

This followed revelations by Samuel Ong, a former deputy director of the National Bureau of Investigation, that Doble was the source of the "master tape" of the alleged wiretapped conversations between former Election Commissioner Virgilio Garcillano and Ms Arroyo *(See story on Page A1)*.

No authority to file charges

"We cannot prove yet the wiretapping but we have proof that he accepted P2 million from Sammy Ong," the official said in a telephone interview. He said that Doble was given another assignment to keep him occupied and for security reasons because of threats to his life.

The Isafp official said the unit ordered an "internal investigation" of Doble's "action on receiving P2M" soon after the "Hello Garci" tapes were made public on June 6.

He said the investigation was conducted by the unit itself without a directive from the AFP chief of staff, who was then Gen. Efren Abu. "We waited for a directive but nothing came," he said.

He said the Isafp could not release the findings or implement the recommendations because "we have no authority to file charges against Doble."

"We can only follow the chain of command. Not even the House or Senate committees can tell us to reveal the findings of the investigation," he also said.

Garci goofed, says Pichay

From page A1

terday said it was improper of the former election commissioner to refuse to admit at Wednesday's "Hello Garci" hearing that it was his voice caught on tape talking to Ms Arroyo.

"He should have admitted that it was his voice, then invoked his right to remain silent under Republic Act 4200, or the Anti-Wiretapping Law," the Surigao del Sur lawmaker told the INQUIRER.

Pichay, the first of Ms Arroyo's inner circle to publicly call on Garcillano to come out at the height of the political crisis in July, said the latter should not wait for the petition he had filed in the Supreme Court to be resolved before admitting that it was his voice on the tape.

"He should not make that a legal impediment in trying to avoid answering the question," Pichay said.

Sub judice

Pichay pointed out that such an admission would have bolstered Garcillano's petition questioning the admissibility of wiretapped conversations in congressional investigations.

Opposition Representatives Alan Peter Cayetano of Taguig-Pateros, Roilo Golez of Parañaque and Jacinto Paras of Occidental Mindoro pointed out during the hearing that Garcillano could not claim to be a victim of wiretapping and at the same time refuse to say if he was the one bugged.

Garcillano had cited his pending petition to deflect questions about the audio tapes suggesting that the 2004 presidential election had been rigged.

Despite objections from opposition lawmakers, he repeatedly insisted during the eight-hour hearing that the principle of sub judice in law barred Congress from looking into the contents of the tapes pending the resolution of the case.

Garcillano said the five committees conducting the inquiry should wait for 10 days within which the high court could choose to "throw" his petition.

After that, he said, he would not only confirm if it was his voice on the tape but also disclose the subject of the conversation with Ms Arroyo.

'No script'

Pichay, however, said his friend Garcillano was not following a prepared script.

"There is no script. I think he's trying to avoid answering questions in deference to the petition he lodged with the Supreme Court. That is why he refuses to comment on the tapes," Pichay said.

Garcillano's demeanor at the inquiry also belied claims that he had been coached on his answers while in hiding, according to Pichay.

"He's a lawyer. He speaks his own mind," the lawmaker said, adding:

"But once the legal impediment is resolved, he's not going to avoid the questions but will answer them squarely. I believe he has nothing to hide. There is nothing wrong with an election official talking with a candidate. I've been listening to the tapes myself and I don't see anything wrong with the conversations."

Sen. Aquilino Pimentel claimed that President Arroyo made 15 calls to Garcillano from May 26 to June 10, 2004, but the latter admitted to speaking with her only once.

"I'm not saying that you should believe what I'm saying. But I really can't say for sure if it was my voice," Garcillano said at the inquiry, which was resumed solely for his testimony.

Garcillano's five-month disappearance sparked the worst political crisis in the 4-year old Arroyo presidency, triggering an impeachment campaign that was easily put down by Ms Arroyo's allies in the House.

'Why can't you reply?'

During the inquiry, House Deputy Minority Leader Alan Peter Cayetano did not hide his displeasure at Garcillano's evasive answers.

"You hid for five months, yet you can't answer a single question. Is it your voice?" said Cayetano, who pummeled Garcillano with more questions before he could even answer the first one: "Did you talk with the President? Was there cheating? Why can't you reply?"

It was at this point that Garcillano admitted having spoken with Ms Arroyo on May 24, 2004.

"And the question is not actually rigging the election, but she asked me why her advantage, which was one million two or three days ago [over the late actor Fernando Poe Jr.], was reduced to 892,000," he said.

"I haven't talked to her after that," said Garcillano, who also maintained that he did not fly to Singapore en route to a third country on July 14.

Trapped

Golez said Garcillano's statement that he could not recognize his own voice was pathetic.

"He's fooling the people. He froze when I asked him to read segments of the 'Garci' tapes' transcript to get his voice sample," said Golez, recalling what transpired during the televised hearing that lasted from 10 a.m. to 7 p.m.

"He was about to read ... that was obvious, until some people intervened," said Golez. "But he was trapped. I believe he knew a voice sample would betray him in a voice analysis. Refusing would mean he was hiding the truth."

Golez said one should judge, not merely on the basis of what Garcillano said, but also what he did not say.

But Golez credited Garcillano for saying that he had talked once with Ms Arroyo.

"That is not much. He just couldn't say he never talked with [the President] because that would really be unbelievable. *Nagsabi ng konting totoo* (He told a little truth)," Golez said.

Contempt

Cavite Rep. Gilbert Remulla, former chair of the lead committee in the inquiry, appreciated Garcillano's decision to appear at the hearing.

"But his refusal to speak says volumes. It was the nonverbal communication that gave away the script. He is so close to contempt and perjury [charges], but that should be the last resort," Remulla said.

But Deputy Majority Leader Edcel Lagman said Garcillano should be cited for contempt and detained if he continues to "trifle" with the House at the resumption of the hearing on Tuesday.

According to Lagman, Garcillano should directly answer questions posed by lawmakers and not continue to be "evasive" and "equivocal."

Lagman also said Garcillano could not continue to use the sub judice rule and his right against self-incrimination as reasons for not answering questions. *With a report from Philip C. Tubeza*

Sin, Yorac, 7 others enshrined on heroes' wall

From page A1

traveled to Peña's native Iloilo, to no avail.

"I remembered that they lived in front of the San Jose College, so I went there. But the terrain has changed. I feel so disappointed that I couldn't find [his relatives]," she said.

Former UP Journalism Department chair Carolina Malay will receive the citation on Peña's behalf. It is only fitting because he acquired a degree in journalism from the then UP Institute of Mass Communication in 1975.

Peña died in Gattaran, Cagayan, on Nov. 11, 1979, four years after going underground.

Said Bantayog: "At the time, the Philippine Army was conducting an operation. The house he was in was shelled and he was wounded.

"When the military got to him, he was tortured to reveal names. He didn't reveal any name. The then mayor of Gattaran reputedly holds a picture of Jack being pulled apart by a carabao sled..."

Peña's friends buried him at the Loyola Memorial Park in Parañaque on Jan. 24, 1980. He was 30.

"Jack will be honored [today]. I hope all his friends and others who knew him will come," Segui said, adding her wish that his family would be present as well.

Yorac and Sin

The well-known ones in this year's crop of heroes are Sin, Manila's outspoken archbishop and a leading light of the Edsa revolt in 1986, and Yorac, the feisty human rights lawyer and professor who became a model public servant and chair of the Presidential Commission on Good Government.

Both Sin and Yorac died this year—in June and September, respectively.

The Rock

Raquel Edralin-Tiglao, activist and ex-political detainee, was known among feminists and women's rights groups. She died of cancer in 2001.

Nicknamed "Rock," Tiglao was a rock of strength for fellow activists during her UP days. Charged with sedition and rebellion during the martial law years along with her husband—Rigoberto Tiglao, now a member of President Macapagal-Arroyo's Cabinet—she spent two years in detention, even nursing her baby behind bars.

Upon her release and despite military surveillance, Tiglao continued to organize communities. She helped put up a day care center for children of political activists.

The last two decades of her life were devoted to women's concerns. She put her life on the line to defend abused women, lending her voice for the passage of the Anti-Rape Law of 1998.

Organizer

Armea was a second-year nursing student at Far Eastern University when she was drawn to political activism.

She was only 17 when she decided to do full-time organizing work among women workers, mothers and wives. She also organized underpaid women factory workers.

Armea's husband Oscar was into trade union organizing, and because of this he was arrested and detained. After his release, the couple moved to Mindanao to do more organizing work.

In 1983, Armea was with a group of paramedics when the dreaded paramilitary group Tadtad attacked. Some of her companions were able to escape and one was killed.

Armea was captured alive. She was raped and beaten repeatedly until she died.

Fighter

The mayor of the town at that time refused to allow Armea's burial in the public cemetery. But the bishop came to lead the rites outside the cemetery walls, among the people who loved Armea.

The names Tagamolila and Arce are familiar to journalists covering the communist insurgency. Two rebel commands are named after them, but the Bantayog biographies do not mention this.

Born in Iloilo in 1945, Tagamolila started off as an activist who later joined the military and studied law.

While serving as a first lieutenant in the Army in the early 1970s, Tagamolila defected to the New People's Army. He did organizing work, convincing people not to be conscripted into counterinsurgency operations.

Tagamolila was killed in a military-NPA encounter in Isabela in 1972. He was 28.

His body, along with those of his comrades, was displayed in the town center. The military learned who he was only after grieving peasants identified him.

Tagamolila's death and his defection were the subject of news stories in the mainstream media at the time.

The military offered a military burial for him, but his family declined.

Golden boy

Arce was the proverbial golden boy in school. While attending Catholic schools, he excelled in academics and extracurricular activities.

After graduating salutatorian from the Don Bosco Technical Institute in Makati, Arce proceeded to UP to take up architecture.

The university scholar joined the militant Kabataang Makabayan while giving vent to his artistic tendencies by setting up the Panday Sining, a cultural group with a political outlook.

Arce dropped out of college when martial law was declared in 1972. He went to Mindanao and immersed himself among the peasants. He and his wife took part in the struggle of the poor and organized them to resist exploitation.

In 1985 when the Arces were in Cebu, the military raided the house that they and their comrades were occupying. They tried to escape in two cars but the military gave chase.

Engineering student

Arce and a companion who were in one car were gunned down, but their comrades in the other car were able to speed away.

Calixto, born and raised in old Manila, was an engineering student at Mapua Institute of Technology when he was drawn into student organizing.

He helped unify and strengthen the College Editors Guild when martial rule was imminent. He helped in the information campaign, bringing burning issues to out-of-school youth in depressed areas.

A month after martial law was declared, Calixto went to Western Visayas to continue his campaign, this time among the peasants. He kept close to his family by writing letters, informing them of his activities.

He was killed in 1974, when his group encountered a paramilitary group.

CARDINAL Jaime Sin: Fondly missed. PDI PHOTO

HAYDEE YORAC: One of a kind. PDI PHOTO

The 'submerged'

Even as a child, Mijares was drawn to the "tortured men in the night."

Because his family lived close to the municipal jail, he knew the sound of pain. He would sometimes toss bread through the jail windows or slip a hot drink through its openings.

Mijares was also attracted to the stage and to sports. He was fond of reading.

Once, for his birthday he prepared something special for his friends. His father found out who they were—"market habitues, laborers, boys in rags, characters in the plaza, the unwashed, the poor."

The father asked: Why?

Mijares' reply: "They have stories to tell, they represent the millions who are submerged. Someone has to speak for them, to champion their cause."

While serving as literary editor of the campus paper Aldan Collegian, Mijares was summoned to Constabulary headquarters and questioned about his part in the student movement.

Good Friday

Not long after, he headed for the hills of Aklan and Antique.

On Good Friday of 1984, Mijares was wounded in a military ambush. The military wanted to keep him alive in order to pump information from him.

But a high official riddled Mijares with bullets. He was only 22.

GMA approval ...

From page A1

Malacañang blamed politics for the President's poor marks and urged the public to focus on the economy.

Press Secretary Ignacio Bunye said: "The economy is on a roll and political stability is firm. We understand that public sentiments may still be affected by residual political turmoil but we are optimistic that the ratings have no other way to go but up."

Visayas, too

Unlike in previous polls, SWS noted that Filipinos' dissatisfaction with Ms Arroyo's performance in the latest survey was spread all over the Philippines, including the Visayas which until recently was a bastion of support for the President.

"The decline occurred in the balance of Luzon or outside Metro Manila (negative 34 percent) and the Visayas (negative 16 percent), with essentially no change in Metro Manila (negative 45 percent) and Mindanao (negative 25 percent)," SWS said.

All social classes

Dissatisfaction with the President was voiced by all social classes regardless of sex. Men gave her a negative rating of 35 percent, down by 14 points from September, while women gave her a negative 25 percent, unchanged from September.

The President also got very poor marks from the E or very poor class (negative 34 percent) and D or "masa" (negative 30 percent), nearly double the negative 18 percent rating she got from the middle-to-upper ABC classes.

While SWS was conducting the survey, the President was taking credit for the upsurge in confidence in the economy as shown by the peso's climb to the 54 mark against the US dollar and the stock market's bull run following the implementation of the expanded value-added tax.

The 10-percent expanded value-added tax was implemented on Nov. 1.

The President also took note of the decline in pump prices (largely due to a softening of world crude oil prices) that she had blamed for her poor ratings in previous surveys.

Not a closed book

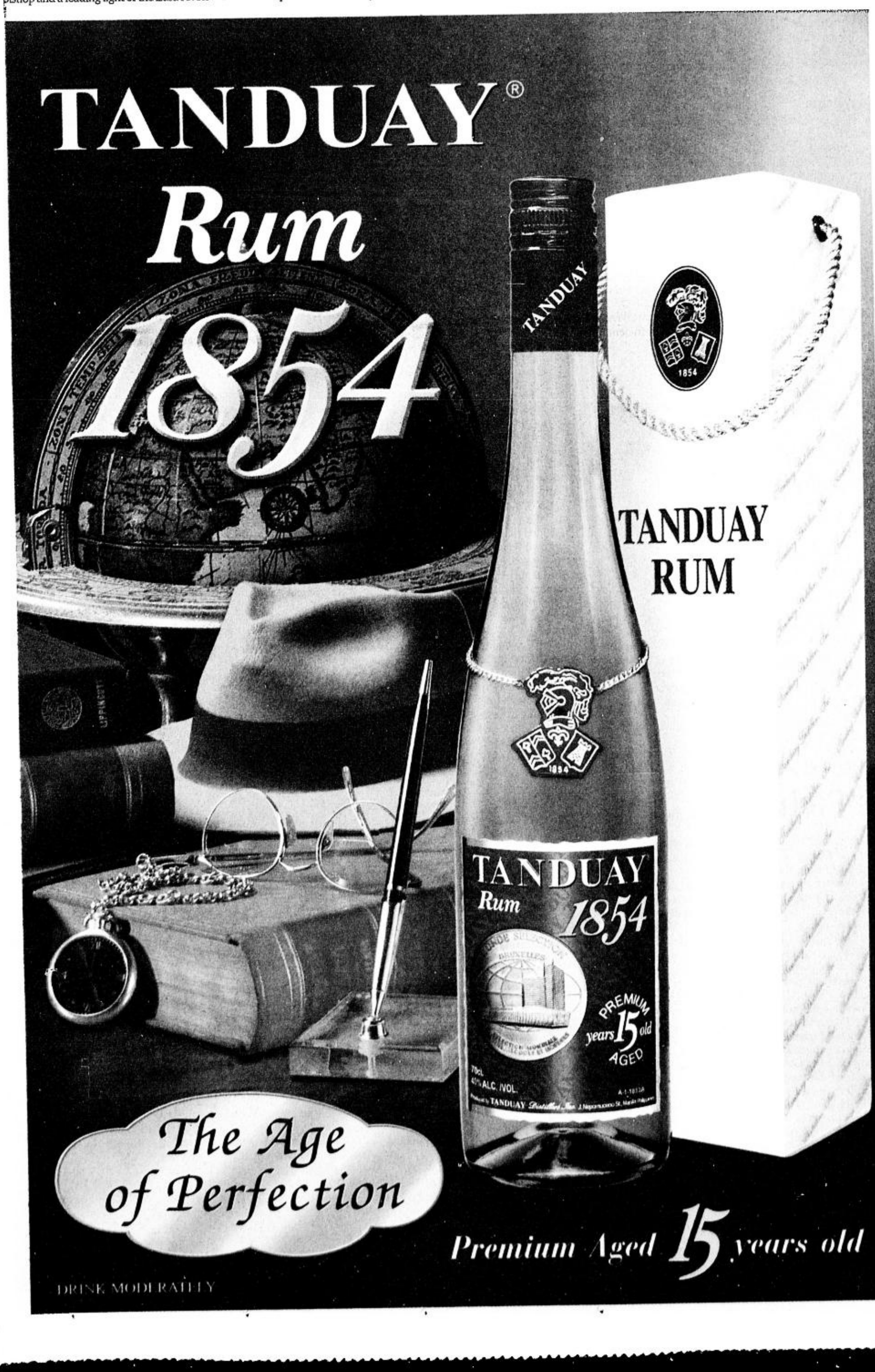
Her political spokesperson, Environment Secretary Michael Defensor, also declared the "Hello Garci" scandal a closed book late last month.

The scandal stemmed from wiretapped conversations in which the President allegedly ordered former Election Commissioner Virgilio Garcillano to rig the canvassing of the results of last year's presidential election in her favor. Ms Arroyo has denied any wrongdoing.

In September, Ms Arroyo's allies in the House of Representatives defeated an opposition move to impeach her.

After nearly five months in hiding, Garcillano surfaced while the survey was being conducted.

With a report from AP



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'Bombs meant to sow fear, not kill'

By Luige A. del Puerto

THE BOMBS THAT EXPLODED IN three separate places in Metro Manila on Wednesday used black powder, leading the police to conclude that these were meant to "sow tension and fear rather than to maim or kill," a senior police officer said yesterday.

Director Vidal Querol, chief of the National Capital Region Police Office, also believes that only one group was behind the attacks.

The minor bombings could be the handiwork of a group "aiming to destabilize the government," he said.

"Because clearly, that's the effect they want to achieve," Querol told the INQUIRER.

The 115,000-strong Philippine National Police was immediately placed on full alert Wednesday night following the attacks, including the strafing of the Lourdes Tuason-Arroyo (LTA) building owned by First Gentleman Jose Miguel Arroyo in Makati.

Black powder is the same material used in making firecrackers. It is commercially available.

"They were low velocity explosives and not car bombs or bombs made from C4 (a powerful explosive). They were not really intended to kill or maim anyone," Querol said, adding that even the positioning of the bombs (underneath the cars and near the rear) was meant to spare the driver from harm.

He added: "They're clearly meant to catch attention so as to weaken the peso (and) to plunge (trading at) the stock market. Remember, they happened at a time when we were just rejoicing after winning the Sea Games and when our economy was on the road to recovery."

Querol belittled claims that disillusioned military men were behind the strafing of the LTA building before dawn Wednesday.

PNP spokesperson Chief Supt. Leopoldo Bataoil had the same opinion as he said there is no evidence as of now pointing to any particular group.

Hours after the incident, a group calling itself the "Enlightened Warriors" claimed responsibility for the strafing of the LTA building.

"This attack symbolizes the widespread frustration and anger among AFP (Armed Forces of the Philippines) soldiery against the illegitimate and corrupt administration of Gloria Arroyo," the group's statement e-mailed to the INQUIRER said.

An Armed Forces official denied the existence of the group and blamed the New People's Army for the attacks.

"Initially our findings with the police is that these are actually done by some operatives from the NPA terrorists," AFP Chief of Staff Gen. Generoso Senga told reporters.

The LTA incident was followed by an explosion several hours later on A. Bonifacio Street in San Dionisio, Parañaque City. Another one occurred on M.H. Del Pilar Street in Grace Park, Caloocan City, and then on Greenmeadows Drive in Ugong Norte, Quezon City.

The bombs damaged the van belonging to a son of Rep. Ronaldo "Ronnie" Puno in Quezon City, a sports utility vehicle owned by Rounce Printing Corp. in Paranaque City, and another SUV parked in front of the Ernest Printing Corp. in Caloocan City. *With Dona Pazzibugan and Tarra V. Quismundo*

'I am happy where I am' – Binay

TO THE POOR OF MAKATI CITY, Mayor Jejomar "Jojo" Binay is a saint. To President (Gloria) Macapagal-Arroyo, or GMA, he is a political thorn in her side who prompted one newspaper headline writer to say recently "GMA hates your guts, Jojo." Widely criticized a few months ago for allowing opposition parties to hold anti-government rallies in his city, bringing the financial heart of the country to a standstill, Binay admits he is not the President's greatest fan.

Despite allegations of graft hanging over him Makati's mayor maintains he has no case to answer and his supporters say the allegations are politically motivated.

"I'm a street fighter," Binay says. "My opponents forget I am from the streets. I was born poor ... what I have achieved I have done so through hard work." Appointed by former President Corazon Aquino in 1986 he has taken a near bankrupt municipality and turned it into one of the country's wealthiest cities.

Makati City today boasts the head offices of some 400 of the country's leading corporations, the country's stock exchange, 472 banks, 1,832 financial institutions, 149 insurance companies and 86 foreign embassies and consulates.

BINAY

Not to mention the five star hotels, upmarket shopping malls and some of the country's most exclusive housing enclaves.

Last year the city collected P6.666 billion ($123 million) in revenues compared with P310 million in 1987.

It also boasts some of the country's best public schools and health facilities.

On the surface Makati gives the impression of a first world city but tucked away from the bright lights is Makati's dark side where thousands of poor live in shacks, surviving day-to-day off the streets.

Critics remark that for all his populist rhetoric, Binay operates as an old-time autocrat, using the poor hordes who are beholden to him to quash any opposition. Even street peddlers must tow the Binay line or risk losing their permits to operate, they say.

Known by his detractors as "Binay's army" these are the people who give the opposition their numbers on the street of Makati when called upon in return for a few pesos and the promise of free food.

The suggestion amuses the 63-year-old mayor as he surveys his domain from the helipad perched on top of the new city hall building.

"An army? They are just poor people trying to improve their lives and voice their frustrations. That is why they take to the streets ... we still live in a democracy." He is a close friend and ally of former president and film star Joseph Estrada and has remained loyal even after Estrada was deposed.

Asked if he harbors higher political ambitions such as the presidency Binay smiles and says: "This city hall has a constant revenue stream, it is efficient and well managed. Why should I give all this up for something that is not efficient or well run? ... For the time being, I am happy where I am." *AFP*

WOMEN from all sectors of society linked arms in a protest calling for an end to poverty and globalization yesterday. Participants gathered in Quezon City and walked all the way to Manila's Plaza Miranda. JOAN BONDOC

Actress, woman figure in scrape

By Edson C. Tandoc Jr.

WHAT WAS SUPPOSED TO be a fun badminton game turned ugly after a former sexy star figured in a catfight with a 24-year-old woman in Pasig City Wednesday afternoon.

Sexy star Rachel Lobangco, 35, and Brenda Luna traded accusations as each vowed to file charges against the other.

The fight happened at about 5 p.m. Wednesday inside the Smashville Badminton Court on Ortigas Avenue, the police said.

LOBANGCO

According to Luna, she was playing with her friends when Lobangco arrived with her nanny and started "shouting and giggling her lungs out" while talking to a friend.

Luna said she asked them politely to transfer to another bench.

But this apparently irked Lobangco who yelled at her and dared her to fight back.

Luna said the sexy star threw a shuttlecock at her face and rushed at her holding a racket.

Luna's father, who saw the commotion, tried to intervene.

But in Lobangco's statement to the Pasig City Police, she accused Luna and her father of ganging up on her, hitting her in different parts of the body.

She vowed to file charges against the two.

All-women march vs poverty

By DJ Yap

IN WHAT ORGANIZERS CLAIMED WAS ONE of the biggest gatherings of members of the fairer sex since Martial Law, women from all walks of life took to the streets yesterday to protest against poverty and globalization.

Carrying streamers and colorful protest materials, thousands of womenfolk joined the "Welga ng Kababaihan Laban sa Kahirapan at Globalisasyon" (Women's March Against Poverty and Globalization), walking from the corner of West and Quezon Avenues to Mabuhay Rotunda in Quezon City, where they staged a program on the negative impact of globalization on their gender.

It was the "first tremor (*unang yanig*)" in a series of protest actions on women's issues before the yearend, said Mercedes Fabros, convenor of the march. From the rotunda, the contingent marched toward Plaza Miranda in Manila.

The rallyists, representing a cross section of society from the urban and rural poor to migrant workers, peasants and professionals, numbered between 2,500 and 3,000, according to INQUIRER estimates. Organizers, however, placed the crowd at 7,000 although the Quezon City police counted only 1,000.

It was the biggest post-Marcos march composed almost entirely of women, said Marivic Raquiza, coordinator of the Global Call to Action against Poverty-Philippines.

Although a number of men also took part in the protest, they were only allowed to stay at the sidelines, said Fabros.

"This is a purely women's march," she said: Raquiza said the men were asked to stay in "care stations," where they provided towels, water and moral support to the women.

"This time, men are playing the traditional reproductive roles reserved for women. It's a reversal of gender roles," she said.

Coming from more than 200 groups, the women's march was timed days before the 6th World Trade Organization (WTO) Ministerial Meeting in Hong Kong from Dec. 13-18, Fabros said.

Ten years under the WTO has not helped alleviate poverty in the country, Raquiza said as she called for the scrapping of trade agreements entered into by the government.

The march is "a creative and dramatic manifestation of women's condemnation of poverty, the WTO, and globalization policies," added Ana Maria Nemenzo, president of the Freedom from Debt Coalition.

"Nationally and internationally, women suffer the most when there's poverty. They face the greatest hardship when the government cannot provide social services including health and education," she added.

Nemenzo said the women "have had enough," and were demanding gender justice and equality, as well as people's basic needs from government.

The women's rallying cry was: "Out of the bed, out of the kitchen, out of the field, out of the factory!"

METROBRIEFS

Waterless in QC

SEVERAL areas in Quezon City will have no water beginning at 10 p.m. today until 4 a.m. Saturday, the Manila Water Company Inc. announced yesterday. The areas that will be affected are Tandang Sora Gloria II, Capitol Gremville, Aguilar Compound, Kennedy St. Martin, Bagatua, Greenville, Banlat Road, Geronimo St., Del Nacia II along Mindanao Ave., Saint Charbel and Landcom. Residents should store enough water prior to the scheduled water interruption or call Manila Water's custom hotline at 1627 for updates.

Early Christmas for Munti traders

CHRISTMAS came early this year for 274 businessmen in Muntinlupa City. On Wednesday, the local government released P1.6 million worth of checks to traders engaged in small-scale businesses in line with its "Dagdag Puhunan" or "Micro-Enterprise Financing Program." Variety stores and canteen owners, fish vendors, junkshop owners, rice traders and peddlers of meat-processed products received checks ranging from P5,000 to P40,000. The local government hopes this would give them a good start for the coming year, said Goni Caballero, assistant to the head of the Joint Resources for the Family (JRF), the program proponent. *Jocelyn R. Uy*

Lacking in Yule spirit

THE HOLIDAYS may just be around the corner but Manila residents have yet to get into the spirit of the Christmas season. Despite City Mayor Lito Atienza's appeal for his constituents to put up colorful decorations in front of their houses, many have refused to do so, saying they would rather spend their money on food. "We don't even have money to buy food, how can he expect us to buy decorations? We're not even sure if we can celebrate Christmas at all," newspaper and cigarette vendor Honoracio Gacho, 54, said. Atienza, meanwhile said that decorations need not be elaborate or expensive. "Admittedly, we are going through tough times but this should never be an excuse for us not to get into the spirit of the season," he said. *Tina G. Santos*

More traffic enforcers

ILLUSTRATIONS: ANTHONY MISTADES

THE LAS PIÑAS government has tapped 100 barangay watchmen to assist traffic enforcers this month in anticipation of the holiday rush that is expected to snarl traffic on city roads. Most of the volunteers have been fielded along the Alabang-Zapote road where traffic is usually heaviest, the City Hall announced yesterday. An average of some 400,000 motorists use the road daily, making it one of the busiest thoroughfares in Metro Manila. To ease traffic flow, Mayor Imelda Aguilar has decided to keep the "Friendship Routes" open until 12 midnight until the holiday season is over, said Jimmy Castillano, city public information head. The "Friendship Routes," a network of 200 streets in about 60 villages and subdivisions in the city, are alternative roads that Las Piñas motorists can take to avoid traffic along the Alabang-Zapote road. On regular days, the "Friendship Routes" are open only from 5 a.m. to 10 p.m. *Jocelyn R. Uy*

Holiday cheer in Makati

INSTEAD of the traditional street lighting and yearend fireworks display, the Makati City government will be spending its money on a worthier cause, brightening the holidays of some 12,000 "poorest of the poor" families by giving out P18 million worth of grocery gift certificates. Each family will receive a P1,500 gift certificate, which they can exchange for grocery items in the city's major supermarkets. The gift checks can be exchanged from Dec. 20 to Jan. 2, 2006. *Tarra V. Quismundo*

Nestor Jr., Anna Jasmin need help

AFTER HIS KIDNEY OPERATION, 27-YEAR-old Nestor Robles Jr. is now on continuous medication for the rest of his life. His parents Nestor and Norma, despite having permanent jobs as teachers, can barely shoulder the cost of his medicines, which amount to as much as P21,000. Nestor and his parents are appealing to kindhearted readers for financial or medical assistance. Interested donors may contact them at 6530824 or course their donations through bank account no. 326-518333-5 (Philippine National Bank – Tanay, Rizal branch).

On the other hand, 20-year-old Anna Jasmin Relente has been diagnosed with Lupus Nepritis, a liver disease she has had for three years now. Anna and her mother, Susana, are appealing to kindhearted readers for financial and medical help for Anna Jasmin's regular dialysis sessions, which cost around P2,500 each. They are also hoping to raise enough amount to finance her liver transplant. Interested parties may contact 7838881 or 0921-2544526. Donations may also be sent directly to International Exchange Bank (Makati Branch) account no. 029160002816.

RELENTE

ROBLES

DOJ rap includes Jaylo

By Armand N. Nocum

THE DEPARTMENT OF JUSTICE HAS INcluded Reynaldo Jaylo in the serious illegal detention charge it earlier filed against eight of Jaylo's men belonging to the disbanded Presidential Anti-Illegal Recruitment Task Force (PAIRTF) once headed by the retired police captain.

DOJ prosecutors filed the case against Jaylo in the Manila Regional Trial Court, saying all the accused had no authority to detain persons after July 9, 2005. Executive Order No. 325, the law creating the PAIRTF, provided the end of the body's term on that date, they added.

A raid by the National Bureau of Investigation on the PAIRTF headquarters, however, lead to the discovery that eight persons remained in detention there.

Senior State Prosecutor Emmanuel Velasco said this made Jaylo liable for the offense of serious illegal detention, and that there was probable cause to indict him for the alleged crime.

"Jaylo should likewise be indicted as coconspirator as he, in effect, maintained a private army and an office in the guise of a Task Force," Velasco noted. "A close analysis of the documentary evidence showed that he has no authority whatsoever to continue operating on his own and his co-conspirators' alleged anti-illegal recruitment activities under the name of the defunct PAIRTF," he added.

Velasco said that since Jaylo is being charged for a crime punishable by death, the former police officer would not be allowed to post bail. "Under Article 267 of the Revised Penal Code, if you detain a person for more than three days, that is serious illegal detention," Velasco added. "The victims were detained for several months. They should have been turned over to concerned government agencies such as the NBI or the Bureau of Jail Management and Penology."

QC to trace its historical roots

By DJ Yap

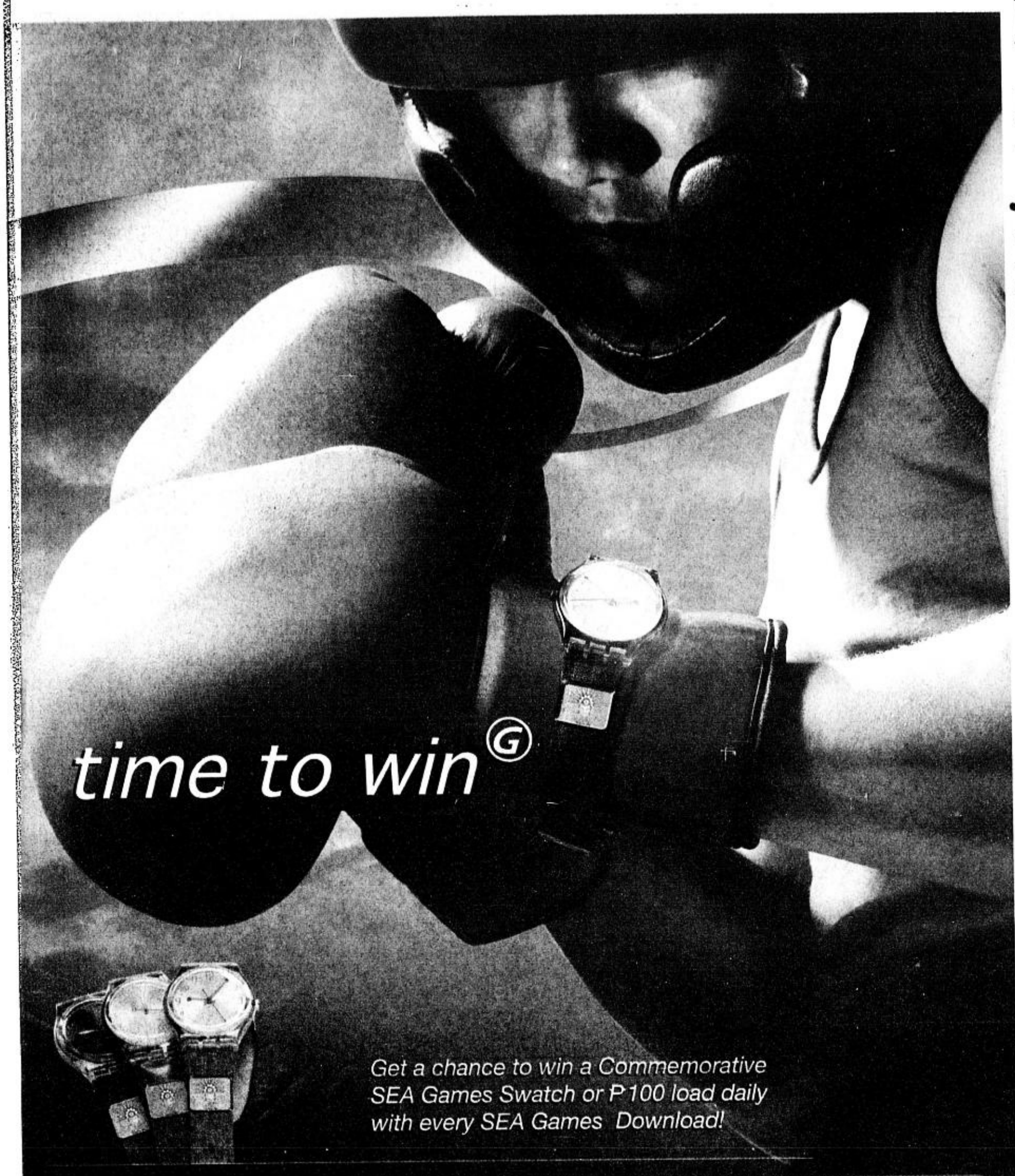
QUEZON CITY COUNCILORS HAVE PROposed the creation of a historical commission to trace the city's roots and publish a comprehensive book about its history.

Councilor Resty Malangen, one of the ordinance's authors, came up with the proposal after noting that there was a lack of literature on the city's origins and its development. "In order to inculcate patriotism and (a) sense of pride among the city's youth, it is imperative that they learn the history of Quezon City in school," he said.

Under the ordinance, the Quezon City Historical Commission will be composed of the city mayor, vice mayor and chairs of the city council's committees on education, science and technology, and cultural affairs and tourism. Other members include the Sangguniang Kabataan Federation chair, the school district superintendent, the city planning officer, and barangay chairs. The commission shall be tasked to come up with a history book or manual about Quezon City within six months of its creation.

It will engage the services of the Heograpiya, Kasaysayan at Sibika, or Hekasi, (Geography, History and Civics) unit under the Department of Education to gather, collect data, photographs and other historical documents for the book. Upon publication, the book shall be included as a reference in the Hekasi subjects taught in the city's private and public elementary schools.

The other proponents of the ordinance are Rommel Abesamis, Eric Medina, Francisco Calalay Jr. and Janet Malaya.



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October 14, 2005	12.3087	9.56%	8.40%
September 15, 2005	12.4041	10.84%	9.24%
August 15, 2005	12.2091	9.62%	7.52%

Peso Short-Term Fixed Income Fund

	NAVPU	% Return*	
		Annualized YoY	Flat Return, YTD (not annualized)
November 15, 2005	1.1134	8.42%	7.75%
October 14, 2005	1.1066	8.38%	7.09%
September 15, 2005	1.0993	8.35%	6.38%
August 15, 2005	1.0967	8.37%	6.14%

*Annualized and year-to-date historical returns of the Third Party Funds, net of taxes and fund manager fee, gross of American Express Bank's custodianship fee, as of dates indicated.

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GOLF: LPGA Lexus Cup; 12:30 p.m. (r-11 p.m.); ESPN

BASKETBALL: NBA – Wizards vs Pacers; 9 a.m. (r-9 p.m.); Solar Sports; Rockets vs Kings; 11:30 a.m. (r-8:30 p.m.); STAR Sports

SPORTS TV

Compiled by L. Manguiat

Solons want ₱250-M PSC budget

By Marc Anthony Reyes

PUENTEVELLA

GIVE THE PHILIPPINE SPORTS COMMISSION P250 million a year.

For winning the overall championship of the 23rd Southeast Asian Games, the national athletes should get 10 times what the national budget allocates to the PSC, Bacolod Rep. Monico Puentevella suggested yesterday.

The former PSC commissioner and currently vice president of the Philippine Olympic Committee said the country needs at least P250 million next year to fund preparations for the 2006 Doha Asian Games and the 2008 Beijing Olympics.

Puentevella said the country should capitalize on the SEAG victories of Filipino athletes.

"How can the Philippines expect its athletes to perform well in future international competitions such as the 2006 Asian Games in Doha, the 2007 SEA Games in Thailand or the 2008 Beijing Olympics when the measly sum allocated by the national government is barely enough for the maintenance and operation of the Philippine Sports Commission," Puentevella said.

Puentevella urged his colleagues to join him in batting for an increased budget for the PSC.

"This move will show our athletes that we are not only with them when we celebrate their victories in behalf of the nation but also that we are fully supportive of them when they prepare and train for future competitions in order to bring more honor and prestige to our country," he said.

The congressman said 77 of his colleagues have already signed a resolution seeking to increase the budget of the PSC and honor the victorious national athletes.

The 2006 General Appropriations Act has allotted only P26 million for the PSC for its operations and maintenance of the PSC-owned sports facilities like the Rizal Memorial Sports Complex and the Philsports in Pasig.

The PSC also gets a monthly share from the earnings of the Philippine Amusement and Gaming Corp., which amounts to an average of P22 million, to fund the training of the national athletes through the National Sports Development Fund.

But Puentevella pointed out that the amount is not enough to support the monthly stipend and meal allowances of the more than 1,000 athletes on the PSC payroll and their foreign exposure.

He stressed that it is the duty of the national government to provide adequate budget to support sports development programs.

The Aquino and Ramos administrations, he pointed out, allotted more than P200 million for the PSC, but the budget was slashed to "miserable levels" during the term of former President Joseph Estrada and the present administration.

Tailenders resume PBA campaign today

SAN MIGUEL BEER resumes its drive to get out of the cellar when the Beermen take on the resurgent Coca-Cola Tigers today in the San Mig Coffee-PBA Fiesta Conference at the Cuneta Astrodome.

GAMES TODAY
(Cuneta Astrodome)
4:40 p.m.—Sta. Lucia vs Red Bull
7:25 p.m.—SMB vs Coca-Cola

Fresh off their win over the Red Bull Barako, the Beermen go for a third straight victory at 7:25 p.m.

"We'll try to win our remaining [five] games and hopefully get a higher seeding going into the next round," said San Miguel Beer coach Jong Uichico just before the pro league took a 10-day respite for the country's hosting of the 23rd Southeast Asian Games.

The Beermen are in the cellar with a 3-8 slate.

The Realtors (5-8) could leave the Beermen further behind if they prevail against the Barako in the other game. With Damian Owens back, the Realtors still dropped a second straight outing against Alaska the other night, the first time the Aces played without an import in nine years.

Owens, one of the architects of Sta. Lucia's only championship accomplished during the 2001 Governors Cup, has a rough task in his matchup with Red Bull's Quemont Greer. *June Navarro*

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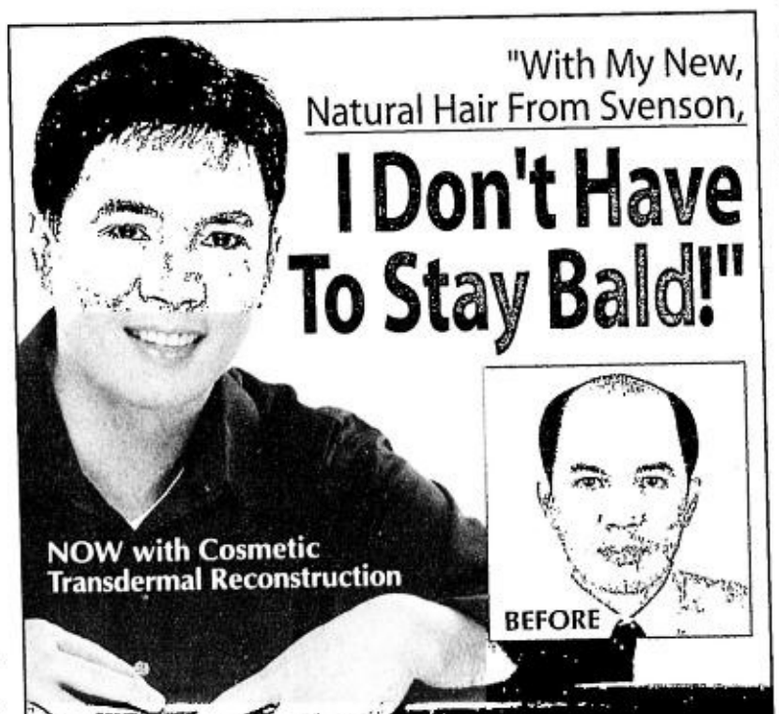
Jenny makes Asian squad

SINGAPORE—A young but talented Asian team that includes Filipino Jennifer Rosales will face a star-studded international lineup in the inaugural Lexus Cup starting Friday in Singapore.

The first-of-its-kind women's match-play event, billed as the region's equivalent of the Solheim Cup, gets under way at the Tanah Merah Country Club with 12 players on each side and $720,000 prize money at stake.

Four members of the Asian team are ranked among the top 10 on the LPGA tour money list this season, with 2005 British Open winner Jeong Jang the line-up's top earner.

Anchoring the team is charismatic South Korean star Grace Park, who, despite her struggle against injuries including a recurring back problem, will be looking to inspire her colleagues to victory. *AFP*



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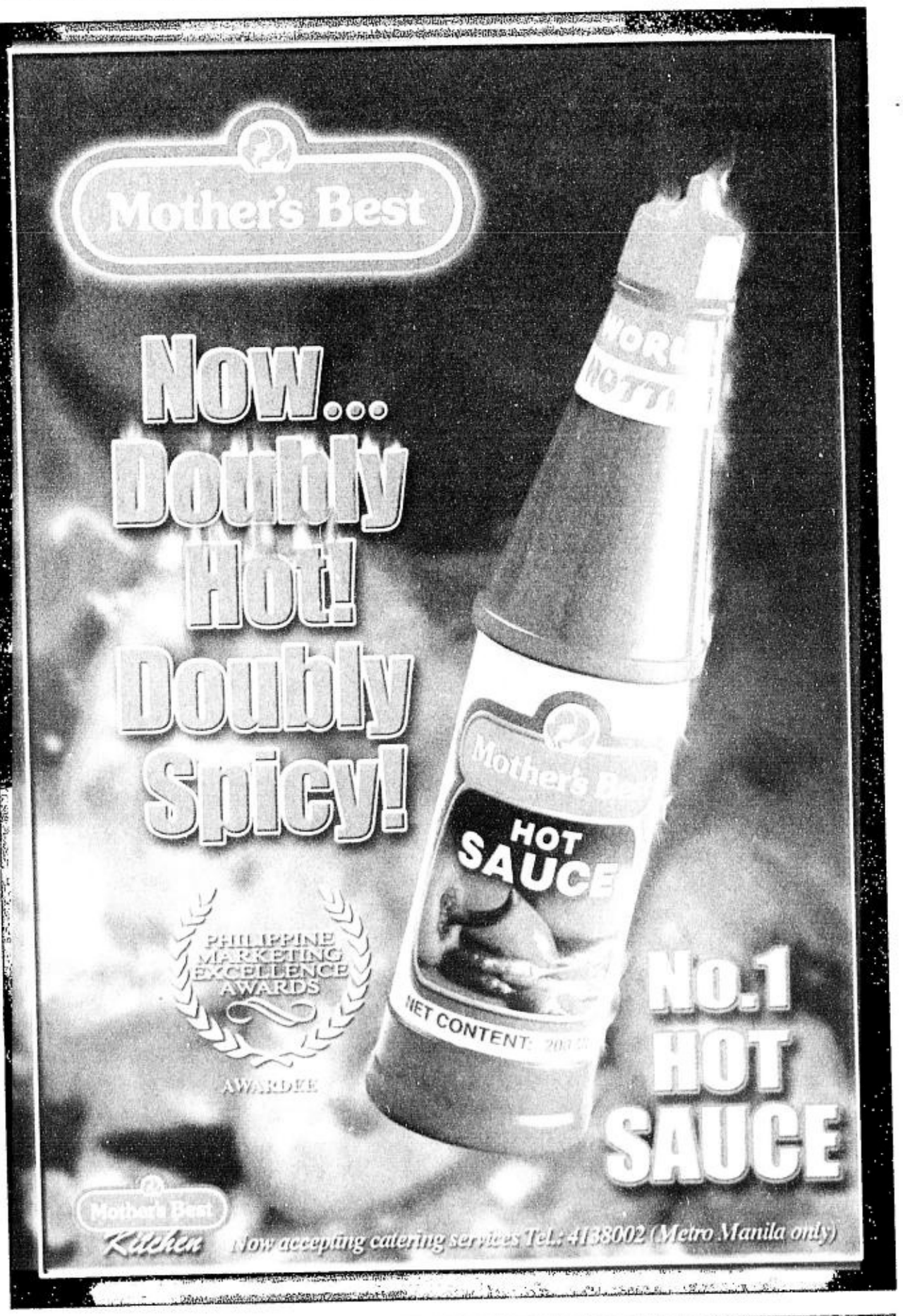

Granny Goose, Far Eastern score upsets

GAMES TOMORROW (*FEU Gym*)
2 p.m.—Hapee-PCU vs Far Eastern Insurance
4 p.m.—Granny Goose vs Magnolia Ice Cream

PLAYING WITHOUT ITS BIG MAN, Granny Goose claimed a big fish as it outlasted Rain or Shine in an exciting shootout in the endgame for a 77-71 victory in the 2006 PBL Heroes Cup at the JCSGO gym in Cubao.

Jett Latonio and Marvin Cruz shone for coach Joe Lipa in the final period, more than making up for the absence of JR Quiñahan in the match.

Far Eastern Insurance made it a day of upsets by downing erstwhile unbeaten Magnolia Dairy Ice Cream, 65-60, in the second game behind Niño Marquez and Boyet Guerrero.

Latonio scattered 9 of his team-high 15 points in the last quarter, while Cruz scored all his 8 points there to give Granny Goose the needed push to beat the Elasto Painters.

Guerrero, on the other hand, topscored for the Insurers with 11 points, including back-to-back triples midway in the final period to snap the five-game winning run of the Wizards.

With the win, the Insurers, who also beat the Snackmasters in Cavite three weeks back, forged a three-way tie for sixth to eight places with Harbour Centre and Toyota Otis at 2-4.

"We played bad defense in third quarter but we tightened it up in the fourth to beat Rain or Shine," said Lipa of Granny Goose's third win in four games.

Granny Goose grabbed solo second at 4-2 while Rain or Shine fell to 3-3.

Quiñahan, who averages close to 13 points a game, did not see action due to a torn ligament.

A bristling 6-0 run, four of them coming from Latonio, broke a 54-54 count and gave Granny Goose a 60-54 lead which proved big enough to survive Rain or Shine's last ditch comeback.

After Rain or Shine managed to close in at 68-71, Cruz played the fireman's role by coming up with a tough turnaround drive to finally take the sting out of the Elasto Painters.

The scores:

First Game

GRANNY GOOSE 77—Latonio 15, Santos 15, Grijaldo 12, Concha 9, Cruz 8, Saladaga 4, Almeda 3, David 3, Pribhdas 3, Lanete 2, Ibanes 2, Gavino 2, Cervantes 1, Alfad 0, Ferrer 0.

RAIN OR SHINE 71—Tangkay 20, Ortiguerra 14, Cabatu 8, Enrile 8, Sta. Maria 5, Reyes 5, Oreta 3, Tan 0, Aljamal 0.

Quarters: 13-10, 34-25, 54-56, 77-71.

Second Game

FAR EASTERN 65—Guerrero 11, Marquez 8, Villamin 7, Estrada 7, Yee 6, Gamboa 6, Gatumbato 5, Bravo 5, Latoreno 4, Sierra 4, Coronel 2, Bonus 0.

MAGNOLIA 60—Valenzuela 15, Williams 13, Santos 11, Rizada 5, Bombeo 5, Misolas 4, Chan 4, Isip 3, Angeles 0, Jones 0, Te 0, Co.

Quarters: 12-12, 30-22, 47-41, 65-60.

NIÑO Marquez of Far Eastern drives against Magnolia's Arwind Santos.
AUGUST DELA CRUZ

Paragua: I didn't abandon RP

GRANDMASTER MARK PARAGUA YESterday said the disaster that befell the national chess team in the recent 23rd Southeast Asian Games should serve as a wake-up call for Filipino players to band together and work for the common good of the sport.

The fancied chess team finished without a gold medal as Vietnam swept eight events in the men's and women's divisions.

"Everyone of us must share responsibility," said the 21-year-old Paragua, fresh from an impressive stint in the World Chess Cup in Siberia, Russia. "Finger-pointing will not solve the problem."

Paragua was reacting to statements attributed to outgoing National Chess Federation of the Philippines (NCFP) president Go Teng Kok, saying that he abandoned the team.

"I did not abandon the team. I did not qualify for the team," said Paragua, who, two years ago, won three gold medals in the SEA Games in Vietnam.

Paragua said the NCFP must review its selection process that gives the federation an option to choose one member of the team.

"The NCFP has to make up its mind whether to seed players outright or hold elimination. It would be unfair to remove one player to accommodate another," said Paragua.

After being eliminated in the standard chess team event, Paragua asked the NCFP to seed him in the rapid event in preparation for the Asian Zonals.

But the NCFP denied Paragua's request.

PARAGUA

As a result, Paragua concentrated on the Asian Zonals where he figured in a tie for first place with Indonesian No. 1 GM Utut Adianto.

That earned him a slot in the elite World Chess Cup where 128 of the planet's top players converge.

Paragua said he was proud to represent the Philippines in the World Chess Cup where he managed to reach the second round.

"I don't think that the World Chess Cup is less prestigious than the SEA Games," he said.

Paragua nearly did not make it to the world event due to lack of funds, but Hector Tagaysay of Filway Marketing shouldered his expenses.

Jungolf 30th anniversary tilt

THE JUNIOR Golf Foundation of the Philippines will commemorate its 30th anniversary with an 18-hole Medal Play on Dec. 22 at the Riviera Golf and Country Club in Silang, Cavite. The country's present crop of jungolfers as well as alumni, Jungolf officers and parents, special guests and sponsors will be seeing action in the tourney given major backing by Samsung Electronics Phils., Nike through its local distributor Pacsports Phils., Philippine Airlines, Unilever, SportsPlus, Riviera Golf & Country Club and Toyota Balintawak for the Hole-In-One. Minor sponsors include Smart, PlyoSports, Vernida Realty, First Asia Mobile, Garsworth, Custom Clubmakers, Sunbolt, Golf Gallery, BAYO, Mayor Freddie Tinga, Mayor Areng Poblete, Regent Travel, Marin Sports, Ford Edsa, Antonio Hernandez, Ramar Printing, Citimotors, JC Master Supplies, Client Logic, Cross Link, Information Professionals, DDT Konstruct, FR Sevilla Industrial & Dev't Corp., Alpa Plumbing Works, Inc., LJ Industrial Fabrication, Voltage Electrical Contractor, GF & Partners Architects, Salemaire. For details and registration, call (632) 893-9599 or fax (632) 893-9499.

GOLF BACKERS: Ambassador Antonio Cabangon Chua of Fortune Life (third form left) and NASAC chair Philip Juico (fourth from left) join the ceremonial flight of the recent 2nd NASAC Chair Cup golf tournament at the Camp Aguinaldo course. With them are PCSO's Roland Kapunan, Rare Sales' Rey Sanchez, tournament director Jimmy Zenarosa and organizer Team Ventures' Emmet Pengson.

Enriquez, Tugade rule Founders tilt

LAWYER ART TUGADE PARTNERED WITH Rolly Enriquez to capture the overall title in the recent 9th Founders Invitational Golf Cup at the Palmer and Player courses of the Orchard Golf and Country Club in Dasmariñas, Cavite.

Tugade, playing in the event for the first time, and Enriquez combined for net 87 points at the Palmer course and had a best-ball 52 points at the Player for a 36-hole total of 139 points, which was four points better than Roland Kraut and Richard Thomas Joson, who posted a 87-48-135 and settled for the Class B crown.

The event was backed by Globe, Ford Philippines, Golf King, Sta. Elena Properties, Inc. and Sta. Lucia Realty, led by president Conrad Benitez and chair Vicente Santos.

Security Bank Corporation/Diners, PCSO and Pagcor were premium hole sponsors. Other hole sponsors included HSBC, Philippine Airlines, Osim Phils., Asiana Airlines, Trans-Global Consolidators, Vazbuilt, Beneficial-PNB Life Insurance Co., Inc., Chikka Asia, and China Trust Commercial Bank.

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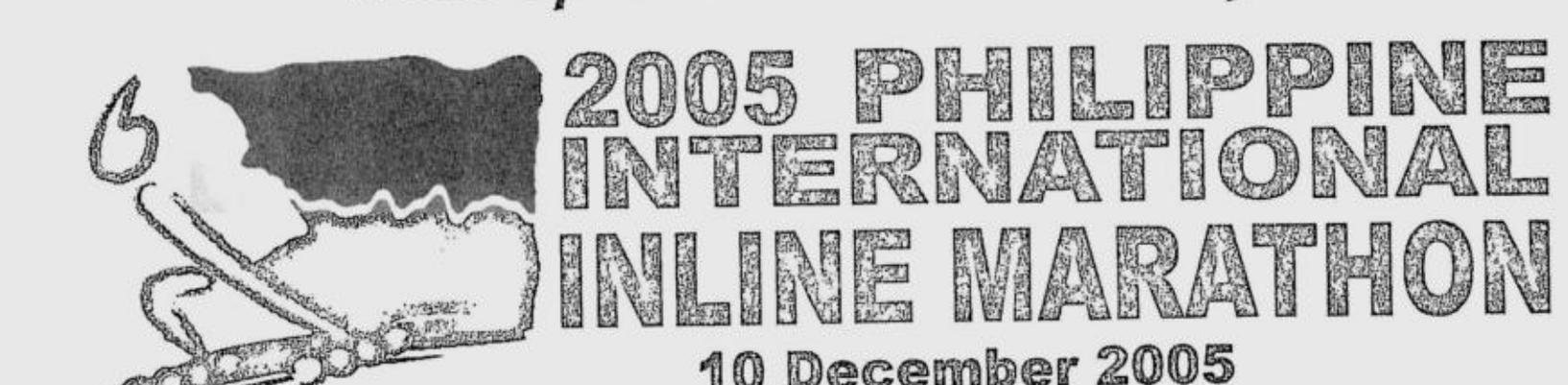

RACE MECHANICS

- **Kids Beginners Division**
  3 km race
  12 years old and below (male and female).
  Quirino Grandstand, turn at Roxas Blvd corner Pedro Gil and then back to Quirino Grandstand
- **Adults Beginners Division**
  5 km race
  13 years old and above riders (male and female).
  Quirino Grandstand, turn at Roxas Blvd corner Quirino Avenue and then back to Quirino Grandstand.
- **Open Male Division**
  20 km race
  13 years old and above (professional riders)
  Quirino Grandstand to Macapagal Highway and back to Quirino Grandstand.
- **Open Female Division**
  20 km race
  13 years old and above (professional riders)
  Quirino Grandstand to Macapagal Highway and back to Quirino Grandstand.
  race will start 5 minutes after the start of *Open Male Division*
- **Master Male Division**
  20 km race
  13 years old and above (amateur riders)
  Quirino Grandstand to Macapagal Highway and back to Quirino Grandstand.
- **Master Female Division**
  20 km race
  13 years old and above (amateur riders)
  Quirino Grandstand to Macapagal Highway And back to Quirino Grandstand.
  Race will start 5 minutes after the start of *Master Male Division*

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*2nd prize: USD700+ trophy
*3rd prize: USD400+ trophy
*4th prize: USD300+ trophy
*5th prize: USD200+ trophy

20Km Open (female)
*1st prize: USD600+ trophy
*2nd prize: USD400+ trophy
*3rd prize: USD300+ trophy

20Km Masters (male)
*1st prize: USD500+ trophy
*2nd prize: USD400+ trophy
*3rd prize: USD300+ trophy

20Km Masters (female)
*1st prize: USD400+ trophy

5Km Beginners (Adults)
*1st prize: award, supplementary
*2nd prize: award, supplementary
*3rd prize: award, supplementary

3Km Beginners (Children)
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*3rd prize: award, supplementary
*2nd prize: USD300+ trophy
*3rd prize: USD200+ trophy

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Blockbuster PGC race at San Lazaro Sunday

CLEAN LIVING

Manolo R. Iñigo

THE 33RD PRESIDENTIAL GOLD CUP RACE, the richest and most prestigious event in Philippine horseracing, gets going on Sunday at the modern San Lazaro Leisure Park in Carmona, Cavite, with last year's winner Empire King heading the star-studded cast.

"It's all systems go," said SLLP marketing top gun Henri Kahn. "A total of P2.5 million will be up for grabs on race day, with a guaranteed prize of P1.5 million awaiting the champion of the 2,000-meter race."

Lawyer Alfonso Reyno Jr., chair of host Manila Jockey Club Inc., added that exciting races are also in store for the *bayang kareristа* this weekend. He noted that Sunday's PGC classic in particular, could very well be a humdinger of a race since the country's finest horses are competing.

Aside from Empire King, the elite field also include outstanding 3-year-old galloper Real Spicy and his phenomenal stablemate Euro Bucks of the popular Hermie Esguerra Stable, arch rival Cover Girl, 2003 PGC champion Red Star Rising, Speed Advantage and Don Paolo owned by PBA player Paolo Mendoza, ace point guard of the Sta. Lucia Realtors. Completing the cast are Cool Runnings, Cat's Gold and Last Hazm.

Because the field will be stronger this time, Empire King, the 2004 Horse of the Year, needs more than speed, stamina and skill to retain the title he won last year as a three-year-old chestnut colt.

Booted in by veteran jockey Jeffrey Ladiana, second favorite Empire King, sired by Perfect halo out of Carta Nueve, nosed out top choice West Bound, ridden by jockey Eldie Salvador, in a photo finish. On Sunday, jockey Jeffrey Cordero will rein in Empire King.

Owned by David Lee, Empire King has been considered by racing aficionados as heir-apparent to the now retired super horse Wind Blown of top horse owner Hermie Esguerra. But Empire King has had a poor record lately, finishing only third in the recent Marho Classic. For Sunday's race, Empire King will be carrying the top weight of 58 kilos, which is like carrying the weight of two sacks of rice.

For the record, Empire King belongs to a family of stakes winners. He is a full brother to the legendary Baccarat and a half brother to sprint champion Ariba King.

But in my opinion, the biggest threat to Empire King's title-retention bid are Esguerra's coupled entries, Real Spicy and Euro Bucks. The country's top 3-year-old horse at present, Real Spicy (Real Quiet-Spicy Tale) is gunning for the biggest triumph of his colorful career. He is a slow starter, but works his way up from the outside to eventually overtake his rivals with a powerful surge nearing the payoff wire.

On the other hand, Euro Bucks, bred by former Marho president and billiards godfather Aristeo "Putch" Puyat, is shooting to preserve an unbeaten streak of eight consecutive victories. The 3-year-old daughter of Account of Grace out of Leveret is capable of finishing lung-distance races with a flourish and Sunday's 2,000-meter classic will suit her just fine.

Cover Girl (Khozaam-Gallant Native) will try to bounce back from last year's disappointing sixth-place finish in the PGC. The 4-year-old bay filly is owned and bred by the equally touted C&H Enterprises and trained by Antonio Alcasid.

Red Star Rising (Khozaam-Ito's Choice) is aiming for an important win in this year's PGC race as this could be his last chance at glory. He landed only third in the 2004 edition of the PGC. According to my sources, Red Star Rising of the Trillana Stable is due for retirement this year.

Don Paolo, who finished a poor 10th in the PGC last year, is expected to set the early pace. He is always a fast starter and a dangerous contender when he dictates the pace. He lost to Cover Girl in the Marlboro Classic via a nail-biting photo finish.

Like in previous years, Sunday's PGC race is expected to post record sales. "This simply augurs well for the horseracing industry," said Jaime Dilag, chair of the Philippine Racing Commission. He added that the races are not only worth watching but also pointed out that the single biggest beneficiary of horseracing is the national government which gets more than P1 billion annually from taxes derived from the sales by both the San Lazaro Leisure Park and the Santa Ana Park. "It is indeed a banner year for the industry," he said.

Carter lifts Nets to 1,000th win

NEW YORK—VINCE CARTER scored 23 points and the New Jersey Nets picked up their 1,000th victory in franchise history, defeating the Charlotte Bobcats 97-84 in National Basketball Association play on Wednesday in Charlotte.

Carter was playing despite a sore ankle and knee that he picked up in New Jersey's 95-82 loss to the woeful Toronto Raptors in New Jersey on Saturday.

But he managed seven rebounds and five assists and played 38 minutes, shooting 10-for-21 to help the Nets rebound from the embarrassing loss on Saturday and snap a two-game losing streak.

Carter had 16 of his points at the half, as the Bobcats never recovered after trailing early and lost their fifth straight game.

Richard Jefferson added 21 points and seven rebounds for the Nets.

Jason Kidd had 11 points, 11 rebounds and eight assists for the Nets, who led 45-37 at the half.

Kidd's points included a 3-pointer with seven minutes to play after the Bobcats went on a run to close to within 79-74. Charlotte never got closer than that the rest of the way.

Brevin Knight led the Bobcats with 23 points, while Primoz Brezec added 11 points.

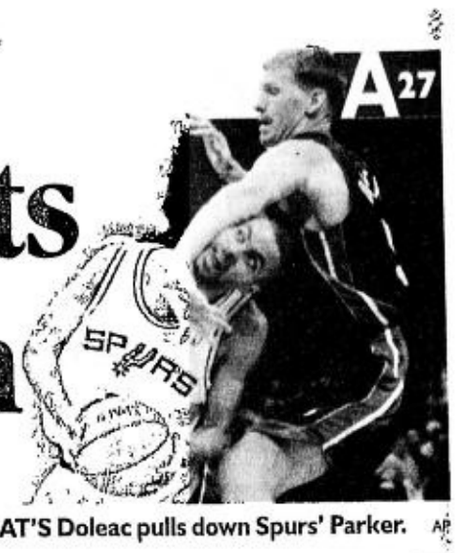
In Toronto, Lamar Odom scored 19 points as the Los Angeles Lakers beat the hapless Raptors 102-91.

Smush Parker added 15 points for the Lakers. *Reuters*

Complete results

Chicago 102, Orlando 93; LA Lakers 102, Toronto; 91; Milwaukee 88, Philadelphia 85; New Jersey 97, Charlotte 84

SOLAR Sports will air the Washington-Indiana tussle at 9 a.m. today.



HEAT'S Doleac pulls down Spurs' Parker. AP

Miñoza 4 down in Volvo Masters

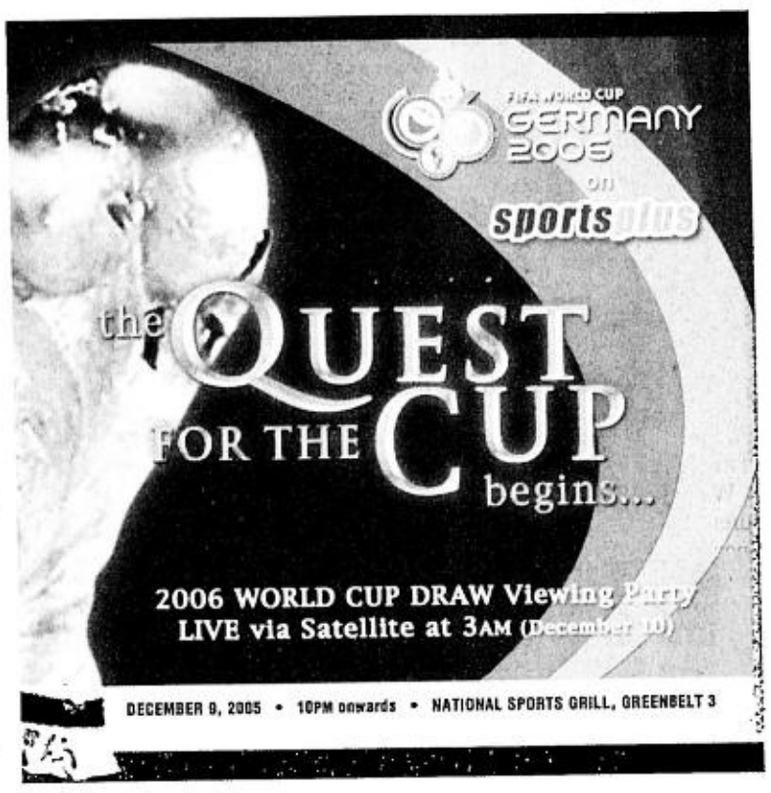
BANGKOK—THE PHILIPPINES' FRANKIE MIÑOza shot a two-under-par 70 while compatriot Angelo Que matched par 72 Thursday at the start of the Volvo Masters of Asia, the Asian Tour's final tournament of the season at the Thai Country Club.

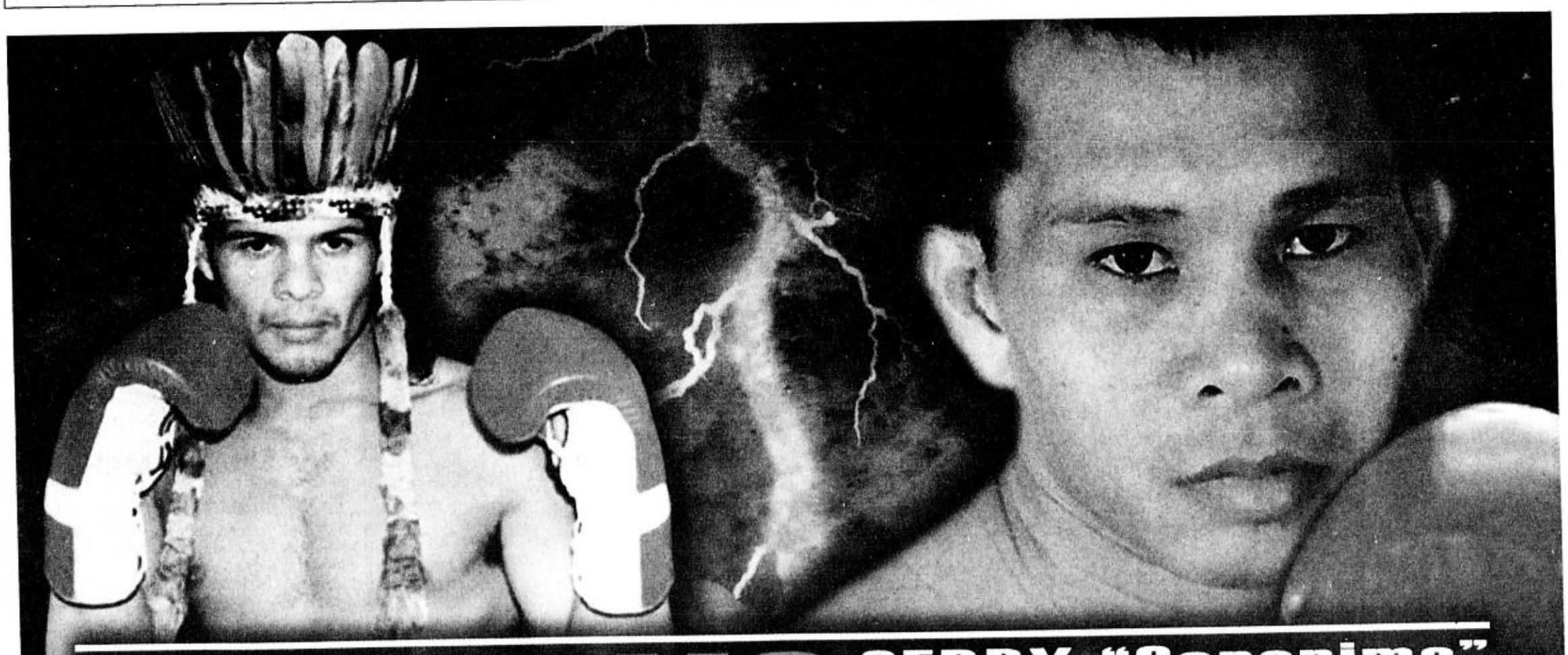
Miñoza had nines of 34-36 to finish in a tie with seven others, four strokes behind co-leaders Shiv Kapur of India and Australian Andrew Buckle, who shot 66s.

Que, who lost his Carlsberg Masters Vietnam title last month, was in a six-way tie following one of his stronger opening rounds.

Fifa draw tonight

SPORTS PLUS—THE HOME OF THE 2006 FIFA World Cup in the Philippines—will host a live viewing party of the event's draw tonight at the National Sports Grill in Greenbelt 3. There will be a lot of fun games and giveaways to keep the football fans awake until 3 a.m. (Dec. 10)—the actual time of the draw.





SPORTS

Nike pads Fil edge to 19 over S'woods

By Musong R. Castillo

BAGUIO CITY—VETERAN ABE ROSAL fired a two-over par 63 at the short but tough Baguio Country Club here for an equivalent of 34 points to pace Nike's 128 total that padded the team's lead over Southwoods to 19 points after two rounds of the Fil-Am Invitational's Fil division yesterday.

The 43-year-old banker gunned down two birdies but had four bogeys, two of them on three putts, even as Jay Bayron scored 33 points and Juvic Pagunsan a 32 as Nike tallied 267.

Tonlits Asistio posted 33 points, and Erwin Vinluan chipped in 32 as Southwoods submitted a 123 for a 248 total going into the final two rounds of the centerpiece division at John Hay today.

Jun Bernis, the former RP Amateur champ, submitted a second straight 29 to count as the last Nike score. Mario Labajo's 28 was discarded.

"I struggled out there and I was surprised to see my 34 points lead the team today," Rosal said.

Anthony Fernando signed for a 30 and Gene Bondoc bounced back with a 28 to count for Southwoods, while the 27 of Mico Yee was thrown away.

Del Monte remained in third spot with a 32 from Buboy Jaraula, pacing the team's 120 for 238, 29 points off the pace.

Louie Dacudao carded 31 points, Yoyong Velez signed for a 29 and Joel Opaco had a 28 to round out scoring for the Bukidnon-based bets. Paul Miñoza posted a 22 and did not count for the second straight day.

Action shifts to the par-69 John Hay course today, making Southwoods' catch-up job harder.

Meanwhile, Philippine National Police regional director Gen. Clyde Cabreros, playing for John Hay in the Fil A division, aced the 168-yard 10th hole of the Country Club and won a Club Car golf cart worth P340,000.

Young Guns 2005 blasts off Dec. 19

ALMOST A HUNDRED PLAYERS HAVE enlisted for the Young Guns 2005, teeing off on Dec. 19 at the Midland Course of Tagaytay Highlands Golf and Country Club.

Traditionally open to girls and boys ages 6 to 12, Young Guns this year added a new division for ages 13-14 and 15-17 in memory of the late Luis A. (Louie) Tabuena, a golf enthusiast and patron.

Tabuena, long time general manager of the Manila International Airport (now Naia), and former chair of the Games and Amusement Board succumbed to liver cancer on Nov. 23.

"Young Guns" this year will celebrate the memory of my dad's life," says Luigi Tabuena, president of Young Guns. "Dad was always interested and followed golf tournaments both here and around the world. He played a mean game himself in his time."

Tabuena's 11-year-old grandson, Miguel (Luigi's son), has golf trophies from his victories in tournaments here and abroad.

Registration is on. Call 829-9515 and 829-9514; or e-mail younggunsgolf@excite.com

SPORTSWATCH

Drag races tomorrow

DRAG racing fans will surely en joy the "double treat" when the 2005 Red Horse-PCSO National Drag Racing Championship Series resumes tomorrow at the BRC Drag Strip in Rosario, Batangas. The postponed races of the kickoff leg on Nov. 19 will be run in the morning starting at 9. Contact the Batangas Racing Circuit c/o BRC manager Sherwin Mojica or Nelson Gayola at (632) 817-2241, 729-5365 or fax 815-1241 for details.

URCC 7 goes to Araneta

THE 7TH Universal Reality Combat Championship will move to the Araneta Coliseum at 7 p.m. tomorrow. Presented by San Miguel Strong Ice in connection with Solar Sports Entertainment, "URCC 7-The Art of War" will feature 10 fights. Tickets, priced at P1,200, P800 and P400, are on sale at TicketNet outlets at all SM department stores and at the Araneta Coliseum ticket booths.

4-cock derby today

ANOTHER big crowd is expected at the fully air-conditioned Pasay City Cockpit today as competition gets underway in the special 4-cock derby with Sagupaan Complexor 3000 as sponsor. Leading the field are members of the Pasay Cockpit Cockers Association (PCCA) as well as derbyists from Sta. Ana Cockpit, Makati Coliseum, Parañaque, Las Piñas, Cavite and Laguna. Proceeds of the derby will be given to PCC employees. For inquiries, contact 843-1890, 843-1746 and 816-6750.

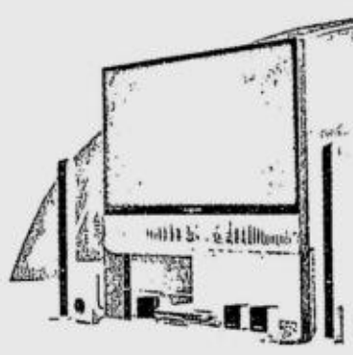
SM appliance CENTER

METROBANK

CONGRATULATIONS TO ALL THE WINNERS!

guess the price

Guess It Right, Win It Right!



2 WINNERS OF SAMSUNG HOME THEATER

Eden Rodas
SM Harrison

Juliet Plata
SM Batangas

WINNER OF NISSAN URVAN SHUTTLE

Bernadette Alunan
SM Marilao

10 WINNERS OF SAMSUNG DIGITAL CAMERAS

Annie Diaz
SM Fairview

Virgilia Pegoria
SM Megamall

Melchor delos Reyes
SM Bacoor

Joel Clavecillas
SM Dasma

Delicia Aponte
SM Mandurriao

Melody Sison
SM North Edsa 3

Amelita Macalanda
SM Megamall

America Rojas
SM Bacoor

Angelina Aragona
SM Lucena

Mevelyn Osorio
SM Mandurriao

10 WINNERS OF SAMSUNG CELLPHONES

Serye Mae Dalagan
SM Cubao

Ana Sheryl Iñigo
SM Megamall

Benjamin Hagong
SM Bacoor

Virginia Ipapo
SM Marilao

Arturo Cadiao
SM Delgado

Antonio Nuguid
SM North Edsa Main

Krytle Mhae Ochoa
SM Bacoor

Kristine Joy Bemuriano
SM Manila

Edna Cunanan
SM Pampanga

Joderick Palma Gil
SM Davao

10 WINNERS OF SAMSUNG MOVING CAMERAS

Wendy Ong
SM North Edsa 3

Don Bernal
SM Rockwell

Marco Santos
SM Southmall

Dorothy Decosto
SM Pampanga

Rodrigo Cambal
SM Cebu

Raymond Mata
SM North Edsa 3

Valeriano Borja
SM Megamall

Araceli Yraola
SM Makati

Ariel Amador
SM Marilao

Reynaldo dela Paz
SM Cagayan de Oro

10 WINNERS OF SAMSUNG COMPONENTS

Jeremy Ang
SM North Edsa Annex

Renee Rose Ipapo
SM Megamall

Marilou de Caseserano
SM Bacoor

Mary Jane Rebong
SM Lucena

Salvacion Delos Santos
SM Delgado

Conrado Rapada
SM Fairview

Rey Jacob Langusa
SM Rockwell

Fe Santos
SM Bacoor

Leila Froilan
SM Pampanga

Geoffrey Maagad
SM Cebu

SAMSUNG

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ENTERTAINMENT

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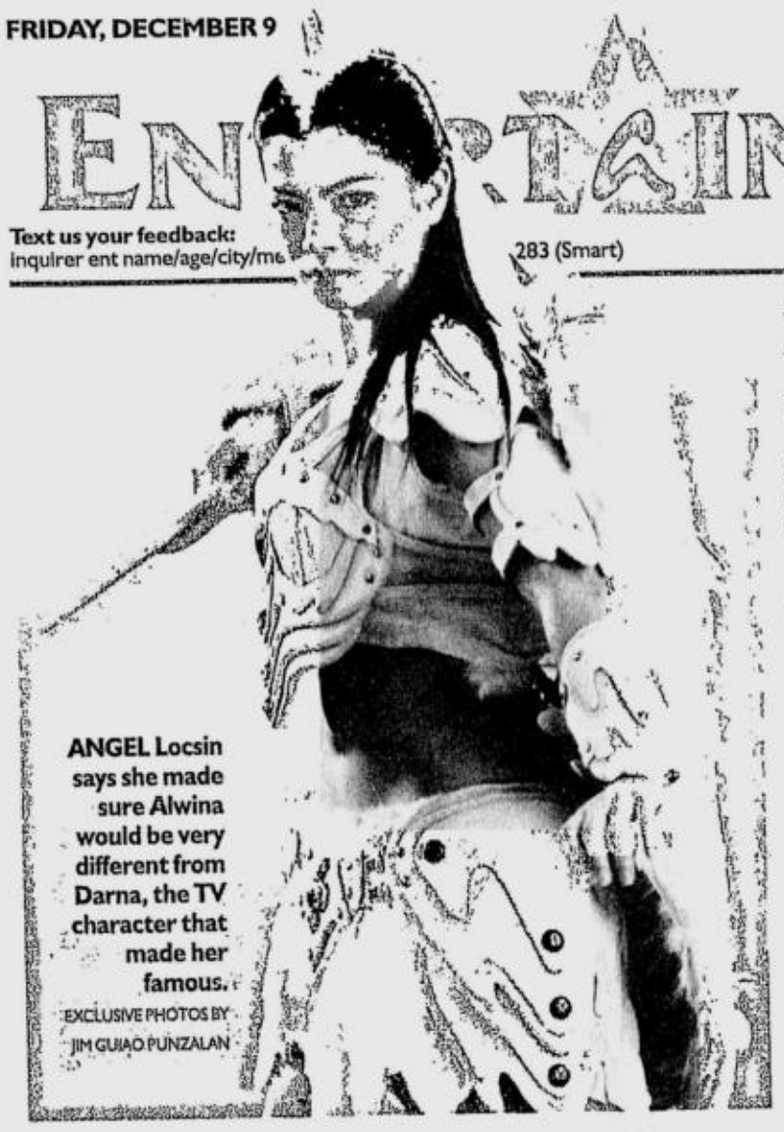


ANGEL Locsin says she made sure Alwina would be very different from Darna, the TV character that made her famous.

EXCLUSIVE PHOTOS BY JIM GUIAO PUNZALAN

Not enough Baguio theaters for MMFF

BAGUIO CITY—ORGANIZERS FACE CINEMA space problems for the Baguio leg of the Metro Manila Film Festival.

Two local cinemas that participated in the festival last year have either shut down or scaled down operations for failing to compete with cinemas operated by shopping malls, said Benedicto Alhambra, city tourism officer.

He said the city is now studying proposals to rehabilitate some of the old cinema houses. The undertaking is also expected to benefit Baguio's centennial celebration

NOT ENOUGH/ A2-3

How Regal ended up co-producing GMA Film's festival entry

By Marinel R. Cruz and Jocelyn T. Valle

"WE ASKED REGAL TO CO-PRODUCE the movie because GMA Films is fairly new in the business and we hope to learn many things from this collaboration," said Annette Gozon-Abrogar, GMA Films president.

The young Kapuso executive was explaining to INQUIRER Entertainment the involvement of Regal Entertainment, led by Lily Monteverde, in the production of the movie version of the hit TV series, "Mulawin."

Gozon-Abrogar said that, before setting out to make "Mulawin" with Regal, GMA Films first demanded that the movie outfit be released from its exclusive TV rights agreement with ABS-CBN, the *Kapuso* network's main rival.

"We also thought of working with Regal because our lead stars, Richard Gutierrez and Angel Locsin, are two of their contract artists," explained Gozon-Abrogar.

"'Mulawin' will be this year's top-grosser," Monteverde told GMA 7 show biz reporter Lhar Santiago, who interviewed her during a media gathering on Tuesday in Quezon City to promote the movie.

ANNETTE Gozon-Abrogar hopes to learn from the collaboration.

PAOLO Contis as Banoy

Officially, Monteverde is the sole producer of three of the 10 entries in this year's Metro Manila Film Festival (MMFF)—"Ako Legal Wife," "Shake, Rattle and Roll: No. 6" and "Blue Moon." Her son, Dondon Monteverde, is co-producing "Exodus" with Imus Productions.

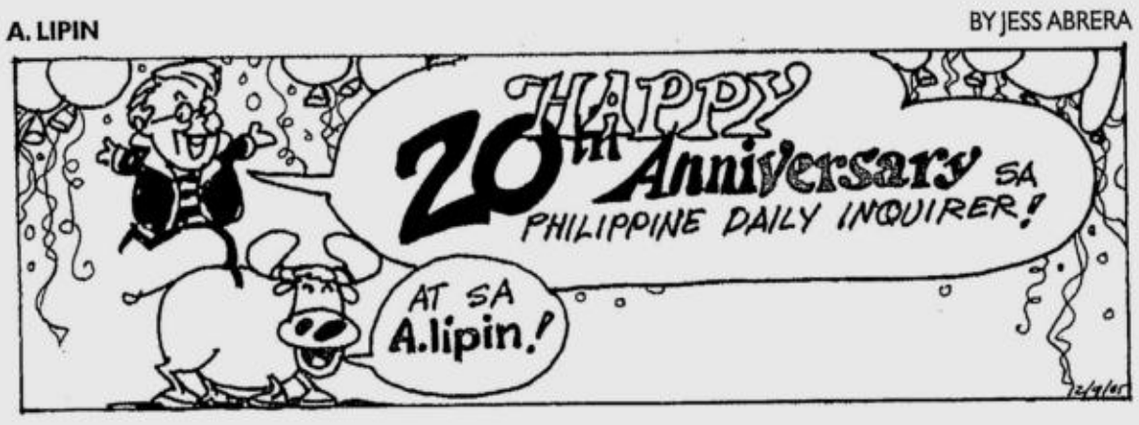
"When GMA Films offered 'Mulawin' to Regal, the MMFF had not set the deadline for submission of entries. At the time, GMA didn't know how many movies Regal would be submitting," said Gozon-Abrogar. "But in fairness to Regal, *hindi sila nagkulang sa pagtulong sa amin*."

According to Gozon-Abrogar, the network tapped director Dominic Zapata, who co-directed the TV series with

HOW REGAL/ A2-4

FOXTROT BY BILL AMEND

A. LIPIN BY JESS ABRERA



MARVIN BY TOM ARMSTRONG

PUGAD BABOY BY P.M. JUNIOR

BABY BLUES BY JERRY SCOTT

MUTTS BY PATRICK McDONNELL

ATOMO AND WEBOY BY LYRA GARCELLANO

DIVINE COMEDY BY STEVEN PABALINAS

HOROSCOPE

BY FRANCIS DRAKE

YOU BORN TODAY: You're talented and artistic. You want to be a hero to others. Because you're fiery, daring and bold, you often achieve this status in the eyes of others. You often enjoy shocking people. You're highly independent. Focus on your closest relationships in the year ahead. Some end, some begin, and others will be enriched.
Birthdate of: Judi Dench, actress; Donny Osmond, entertainer; John Malkovich, actor.

ARIES (March 21 to April 19): This is a good day to discuss how to provide for children—their care and their education. It's also a good day to make plans for future vacations.

TAURUS (April 20 to May 20): Discussions with partners are quite sensible today. You see what needs to be done, and yet you feel optimistic and positive about everything.

GEMINI (May 21 to June 20): For whatever reason, your confidence is restored today. You see that your worries were unfounded, and your future looks much brighter than you thought. Great!

CANCER (June 21 to July 22): It's easy for you to find a nice balance between work and play now. In the same way, you can also find a good balance between spending money for fun and saving for your long-term future.

LEO (July 23 to Aug. 22): You're starting to see that you're going to change certain standards of behavior. You see that something no longer applies to you. You're going in a whole new direction.

VIRGO (Aug. 23 to Sept. 22): You feel bit restless and uncertain. Do not rush into any decision that makes you hesitant. If you don't know what to do, don't act.

LIBRA (Sept. 23 to Oct. 22): New jobs or different duties might come to you, or perhaps new sources of earning money. You definitely have opportunities to get ahead now with respect to your earnings.

SCORPIO (Oct. 23 to Nov. 21): You're seeking a kind of balance right now. You might have to go forward somewhere and yet pull back somewhere else. It's a soft-shoe shuffle.

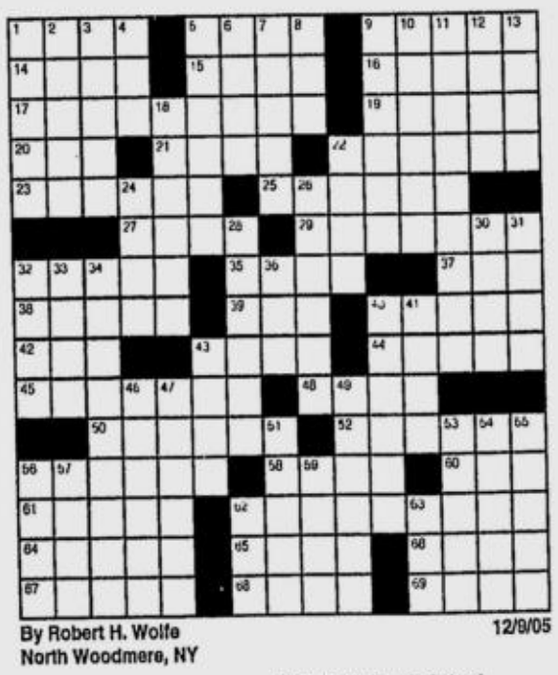
SAGITTARIUS (Nov. 22 to Dec. 21): Others expect you to come up with a solution for things today. You probably can. But don't be hasty. Don't shoot from the hip.

CAPRICORN (Dec. 22 to Jan. 19): You might be able to encourage friends and groups to pool their resources for a good cause. Cooperation can definitely pay off now. (You're the one to make this happen.)

AQUARIUS (Jan. 20 to Feb. 18): This is a good day to resolve differences with partners. You're in the mood to compromise because you see that if you give on the right, you will get on the left. It's fair.

PISCES (Feb. 19 to March 20): Your approach to education, travel and publishing matters is very sensible today. You see the big picture, but you also see the basic tasks required. You did your homework.

DAILY CROSSWORD



ACROSS
1 Cloth scraps
5 Thin covering
9 Conductor Seiji
14 "The Time Machine" people
15 God of love
16 Under
17 Greek marine slogan?
19 Balm
20 Exist
21 Travel paper
22 Contradicts
23 Decline
25 Byron of golf
27 Stole or cloak
29 Colonel in Clue
32 Last
35 Arabian prince
37 Old Olds
38 Literary device
39 Joke
40 Deathly pale
42 Writer Hentoff
43 Bosox or Chisox player
44 1990 Whoopi Goldberg movie
45 Improve
48 Reflected sound
50 Very long cold snap
52 John Wayne movie of 1962
56 Flinched
58 Strong base solutions
60 14, once
61 __ on (goaded)
62 Greek honey?
64 Weather balloon
65 Guys' partners
66 Take off
67 Aligned
68 Kind
69 Old pol. divisions

DOWN
1 Shorten a plank
2 Olds model
3 Pyle of Mayberry
4 Use a straw
5 Fine meal
6 Gremlins
7 Actress Lindsay
8 Open-scan med. procedure
9 Preoccupy completely
10 Gung-ho guy
11 Aligned, Greek style
12 Threaded
13 Inspires reverence
18 Brothers of pop music
22 Becloud
24 Stately bird
26 Political exile
28 Long John Silver feature
30 Roger of "Cheers"
31 "__ Be Cruel"
32 Cash penalty
33 OPEC member
34 Greek "nada"?
36 Dogpatch Daisy
40 Shocked
41 Long or hot finish?
43 Type of sch.
46 Give approval
47 Called for
49 Edam or brie
51 Ex-QB of the Broncos
53 Skaters' jumps
54 More mature
55 Climbing vines
56 Left on maps
57 Stravinsky or Sikorsky
59 Canine cry
62 E. Bilko's rank
63 Uncertain possibilities

By Robert H. Wolfe
North Woodmere, NY
12/9/05

Thursday's Puzzle Solved

P	E	A		D	U	R	A	N		S	T	O	M	A
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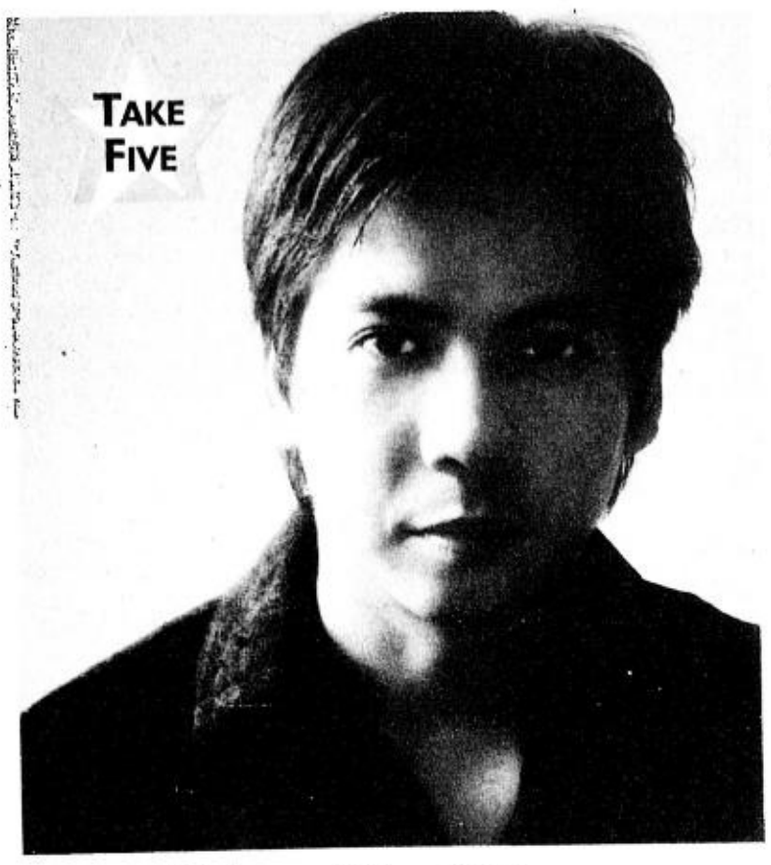
MIKROKOSMOS BY JOMIKE TEJIDO

BEN BY DANIEL SHELTON

KIKO MACHINE BY MANIX ABRERA

LOVEKNOTS BY ELIZABETH CHIONGLO

TULDOK BY PAPU AND TATUM MILAMBILING



JESSE Lucas: "I don't even watch horror films."

Something to shout about

By Bayani San Diego Jr.

Filipino scorer Jesse Lucas is Best Music winner at the LA Screamfest for 'Sigaw'

THE IRONY IS NOT LOST ON composer and music scorer Jesse Lucas: He won awards for the thriller "Sigaw" even though he is not a big fan of the genre. "I don't watch horror films," he confesses, laughing.

The Yam Laranas film cinched for Lucas the Best Music trophy at the recent Screamfest LA 2005, the world's premier horror film festival. Lucas' work bested entries from Germany, Thailand, South Korea, France and the United States.

He wasn't even aware he was in the running and, in fact, realized "how big" Screamfest was only after winning and visiting the festival's website. "I saw the names of the jurors," he recalls. "One was Stan Winston, four-time Oscar winner for Special Effects and Makeup ('Aliens,' 'Jurassic Park' and 'Terminator 2: Judgment Day')."

In spite of the surprise over his Screamfest triumph, Lucas is no stranger to awards, having won one from the Famas ("Mano Po 3"), Star ("Filipinas"), Urian ("Babae sa Breakwater," which was shown at the Cannes) and Young Critics Circle ("Sigaw").

A psychology graduate who later studied music under Ryan Cayabyab and Josefino Toledo, Lucas honed his craft in several theater productions, most notably "Sarimanok" for Philippine Ballet Theater in 1998 and "Darna" for Ballet Philippines in 2003.

He admits that theater work has given him the ability to work in varied genres.

"Including horror," he chuckles. "Even action and drama. I now do music for TV shows like 'Panday' and 'Vietnam Rose.'"

It pays to own an eclectic music library, too, he points out.

His big dream is to return to theater and create the music for Dennis Marasigan's upcoming musical "Quiapo."

How did you find out you won at the Screamfest? What was your reaction?

Film editor Manet Dayrit, who was in LA, texted me about it. I couldn't believe it. Until now, I still feel the same way although I've already seen my name in the winners' list on the website. It's a big honor.

Where is the trophy?

I'll get it in a few days. Manet told me they had to return it on the same night so my name could be engraved on it. The trophy is a golden skull!

Where do you intend to keep it?

With my other trophies, I guess, in my studio.

What is the significance of this award?

It shows that even someone like me can do it... I didn't study music scoring abroad. I learned on my own, on the job, by reading and observing. And I only worked here in Manila.

What's your take on many Pinoys winning awards abroad?

Digital technology is a big boost. Filmmakers are no longer restricted by commercial considerations. Filmmakers can now tell stories that are not cliché. I worked on my first digital/independent film this year, Dennis Marasigan's "Sa North Diversion Road" [for Cinema One].

What was it like working on "Sigaw?"

I think my work became even more effective because it was in Dolby 5.1 Surround. It made a huge difference. It sounds better than mono, of course.

What is your role as musical scorer?

My gauge of a good movie is when I watch the rushes, without the scoring, and still find it excellent. Sometimes music is used to cover up faulty acting, editing or direction. But *Direk* Yam's cinematography on "Sigaw" was beautiful. That made my work easier. It was as if I was just painting with sound and music. I provided different textures by fusing choral, synthesized and electronic sounds. But still, very subtle, because the scoring should stay in the background and not call attention to itself.

Mainstream carpers diss digital films

VIEWFINDER

Nestor U. Torre

NOW THAT DIGITAL MOVIES ARE WINNING awards everywhere and turning out to be the "saviors" of the moribund Filipino film industry, it's instructive to note that, instead of being supportive, some mainstream film people are dissing the entire digital trend.

They don't say so in public, but they furtively grouse about digital movies' flaws—dark images, unsubtle colors, art for art's sake mind-set, overly experimental approach, excessively private meanings and symbolism, flighty "auteur" disposition, inability to connect with the mass audience, slipshod production, cutting corners, stagey performances—etc!

Yes, these flaws can be found in some digital productions, but there are compensating virtues that mainstream carpers refuse to see:

The main virtue of digital movies is the fact that they are relatively inexpensive to produce. Thus, directors can make them without selling their souls to big-time, commercial-minded financiers.

This has effectively "democratized" the local filmmaking scene—and that's a genuine blessing. It has opened up local movie screens to fresh concepts, stories, themes and characters that have gone way beyond the cliches and safe commercial choices that have made many Filipino movies so boringly predictable and limited.

This predictability has turned off many viewers and pushed them to favor imported blockbusters, thus partly causing the current slump that is killing the local film industry.

Some of the mainstream movie people who criticize digital films are themselves guilty of excessively compromising with their producers, leading to the lack of freshness and integrity that has turned off so many former fans of the Filipino film. So, how dare they diss the digital movies that are providing the brightest hope these days for local movies?

Another major virtue of digital films that their critics refuse to acknowledge is their originality. With less money at stake, digital filmmakers can afford to take bigger risks, so their movies are generally more exciting, vivid and daring.

These qualities are very attractive to film buffs, especially the youth, who empathize with digital filmmakers' rebellious and counter-culture bent. Since the Philippines has a young demographic, this is a good way to connect with the majority of moviegoers here.

This view is bolstered in part by the good showing of "Ang Pagdadalaga ni Maximo Oliveros," not only in film festivals, but also at the tills.

We trust that this point is not lost on our mainstream movie people. Instead of ignoring it, they should embrace the digital film's success as a harbinger of even better things to come—at long last!

Promising viewing options on Cinemax

FILM treats on Cinemax this month include:

"All the President's Men" with **Robert Redford, Dustin Hoffman** and **Jason Robards.** "An Officer and a Gentleman" with **Richard Gere.** "Cape Fear" with **Robert De Niro.** "Death Becomes Her" with **Meryl Streep, Bruce Willis** and **Goldie Hawn.**

"Dragon: The Bruce Lee Story" with **Jason Scott Lee.** "Ghost of Mississippi" with **Alec Baldwin.** "Ironweed" with **Jack Nicholson** and Meryl Streep. "Little Women" with **Winona Ryder.**

"Philadelphia" with **Tom Hanks.** "Sleepless in Seattle" with **Tom Hanks** and **Meg Ryan.** "That Touch of Mink" with **Doris Day** and **Cary Grant.** "The Man Who Knew Too Much" with **James Stewart** and **Doris Day.**

"Wonderland" with **Val Kilmer** and **Kate Botsworth.** "Young at Heart" with **Frank Sinatra** and Doris Day.

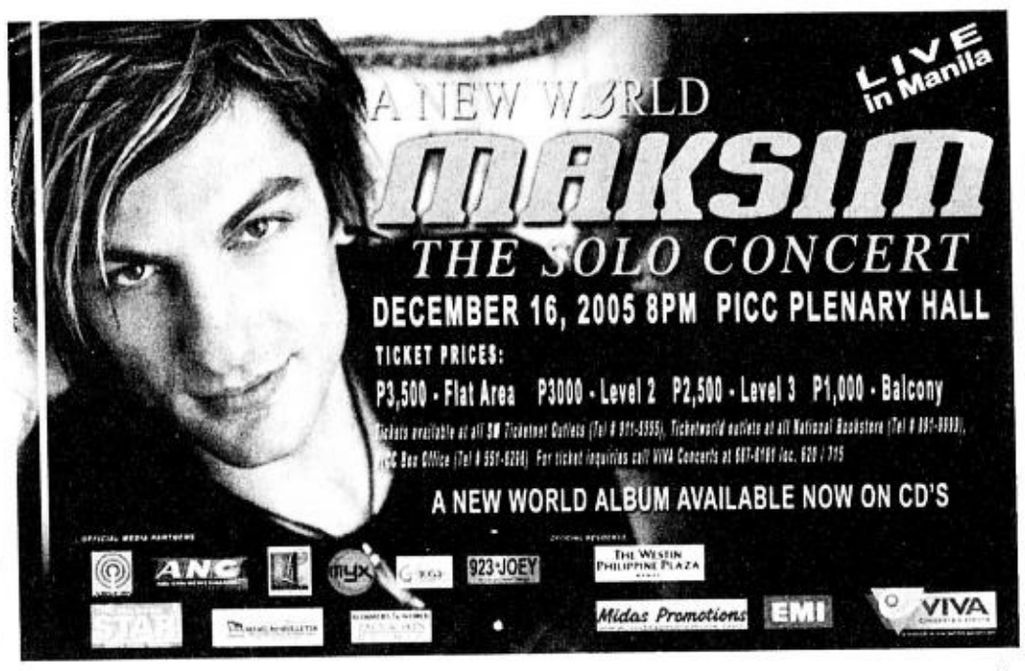
On line quiz

THE BRITISH Council invites Philippine residents to join **Iknow UK,** an online quiz about the United Kingdom, which runs until February 2006. The promotion aims to expose young people to what the UK has to offer in terms of education, the arts, culture and sports. The top prize is a new iPod Nano. Call 914-1011 or log on to www.britishcouncil.org.ph.

'Casanova'

FILM hunk Heath Ledger plays the world's most notorious seducer in the new film, "Casanova." The big twist is the fact that the movie isn't a heavy-breathing, sexy flick, but a rousing romantic comedy about Casanova finally meeting his match in a feisty Venetian beauty, Francesca (**Sienna Miller**).

c3



Sarap ng Swift Corned Beef,
mas madali mo nang malalasap!

Initin lamang ng 3 minuto, buksan at ihain, lasap mo na agad ang linamnam ng **Swift Corned Beef** kahit saan, kahit kailan. Kaya kung hanap mo ang masarap na ulam, mag-**Swift Corned Beef** na!

Beef sarap in a snap!

Not enough . . .

From page A2-1

in 2009.

However, Alhambra said, it would also require the city to subsidize or solicit funding for the project, and then to maintain the renovated theaters.

Session Theater downtown has been converted into a mini mall composed of small computer and retail shops and a restaurant.

Pines Theater, considered Baguio's oldest cinema, extended its operations to participate in the MMFF last year.

Pines now houses a bar, Alhambra noted. Plaza Theater, favored by C and D crowds for showing Filipino movies, has reduced its cinema space to only a floor, he added.

"MMFF will have to [farm out festival movies] to mall cinemas and the one remaining Baguio theater, Empire Cinema on Abanao Street," Alhambra said. ***Vincent Cabreza, PDI Northern Luzon Bureau***

MTRCB PG-13

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BOY2 Quizon as Palong

How Regal ended up co-producing . . .

From page A2-1

Lore Reyes, to work on the movie version with Mark Reyes, director of the top-rating show "Encantadia." Don Michael Perez wrote the movie's script.

"We asked Mark to work on all the 'Encantadia' scenes in this movie to make sure the story has no loop holes," Gozon-Abrogar pointed out.

"Encantadia lead characters—Amihan (Iza Calzado), Alena (Karylle), Pirena (Sunshine Dizon) Danaya (Valerie Concepcion), and Ybrahim (Dingdong Dantes)—were "transported" to the "Mulawin" movie version.

"Mulawin: The Movie" also introduces new characters, like the Tres Aves, fierce mercenaries who join the bird-man army to defeat evil forces. Comprising the Tres Aves are Banoy (Pao-

DENNIS Trillo as Gabriel

lo Contis), Palong (Boy2 Quizon) and Langay (Nicole Anderson).

INQUIRER Entertainment joined the cast members in their first pictorial session at GMA 7's Studio B in Quezon City. Here are some of the actors' comments on donning their "Mulawin" costumes once again:

Richard, who plays Aguiluz: "Like saying hello to an old friend. I did a lot of thinking before I wore the costume again. It's my destiny to play Aguiluz. Not only is it a better costume; this is a bigger production."

Angel Locsin, who portrays the heroine Alwina: "*Mas madaling suotin ang* costume *ni* Darna. I'm making sure that Alwina is different from Darna. It's important that the viewers notice the distinction."

Dennis Trillo, as Gabriel: "There are improvements in my costume. The role of Gabriel, his personality, remains faithful to the TV series. Ravenum's (Michael de Mesa) blood is in my veins. I'm the only one who remembers what happened. I use this advantage to win back Alwina's love."

Bianca King, as Aviona: "When I saw it, I said, 'Oh, my gosh! *Eto na naman itong* costume *na 'to*.' But I love it; I missed it so much. I've never been happier. It was like being reunited with my family. At first, I had to feel my way through. Now, I already know how to handle the character. I can also act better and internalize more."

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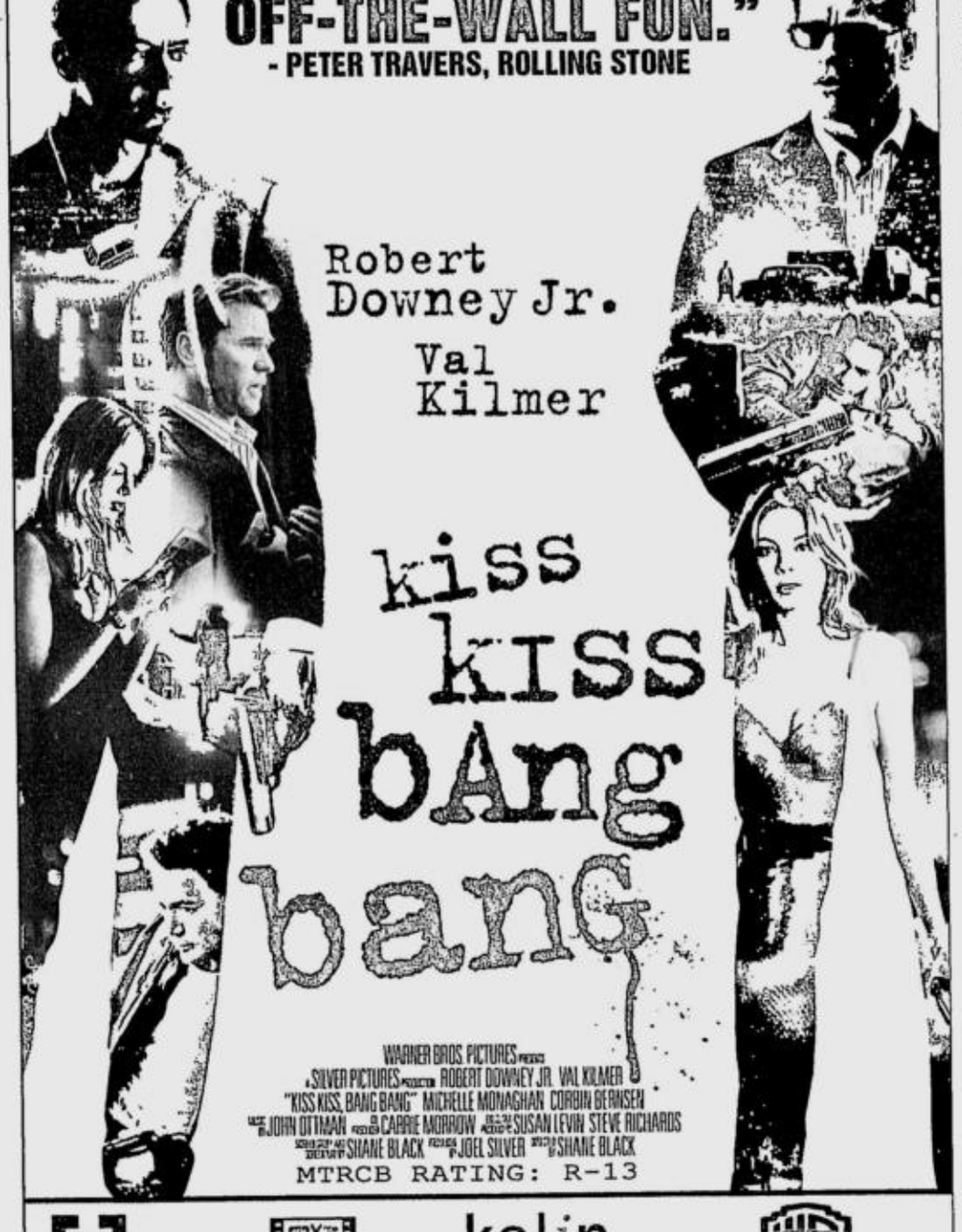

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But it isn't Bollywood

BOMBAY, INDIA—INDIAN actress Aishwarya Rai says finding work in Hollywood is not easy —even for one of Bollywood's most recognizable leading ladies.

"People overseas are aware of me, but haven't seen enough of my work," Rai was quoted as saying in the December issue of Filmfare magazine.

The former Miss World, long a major box-office draw in her country, just wrapped up filming "The Last Legion," a Hollywood epic about a Roman warrior, played by Colin Firth.

Rai plays Mira, a mysterious warrior—not the lead role. She took the role "because you want visibility or (to) be part of a great team or work with a director or you want (a) foot in the door."

The actress has made more than 30 movies, done international advertising campaigns for jewelry, cosmetics and soft drink companies, and served on the Cannes film festival jury. *AP*

FEEDBACK

From Melanie Tan, Philadelphia (via e-mail):

In **Nini Valera**'s article, "I have to earn a living, like everyone else," **Mark Anthony Fernandez** said, "no one could be addicted to marijuana..." but later claimed that it could give one a "high." This can mislead some people, and may even entice them to try marijuana. I think you should screen the statements that you publish because they do have an impact on the readers.

ROUNDUP

For fellow musicians

NEW ORLEANS—Singer Harry Connick Jr. and saxophone player Branford Marsalis are working with Habitat for Humanity to create a "village" for New Orleans musicians who lost their homes to Hurricane Katrina.

More than $2 million has been raised for the project dreamed up by Connick and Marsalis—a neighborhood built around a music center where musicians can teach and perform, said Jim Pate, executive director of New Orleans Area Habitat for Humanity.

Pate said $7.5 million to $15 million is needed for the project. *Janet McConnaughey, AP*

Aniston loses cool

LOS ANGELES—"Friends" star Jennifer Aniston is suing a photographer, claiming he invaded her privacy by using a telephoto lens to photograph her inside her home when she was topless or partly undressed.

The lawsuit, filed Friday in Los Angeles Superior Court, alleges that Peter Brandt must have observed Aniston "from a great distance through invasive, intrusive and unlawful measures."

Aniston, 36, is seeking monetary damages and a court order to stop Brandt and anyone else from making money off the photos. *AP*

Leo on environment

LOS ANGELES—He showed up at the Oscars in a hybrid car and lobbied loudly for worldwide access to clean water.

Now actor-activist Leonardo DiCaprio is making a documentary about global environmental issues.

He has started production on "11th Hour," a feature-length film that explores global warming and offers solutions for restoring the planet's ecosystems, publicist Keleigh Thomas said Monday.

"Global warming is not only the No. 1 environmental challenge we face today, but one of the most important issues facing all of humanity," DiCaprio, 31, said in a statement. *AP*

Comedy for The Rock

LOS ANGELES—Beefy action movie actor The Rock, star of the "Scorpion King" films, will headline a family comedy for Disney studios, the Hollywood weekly Variety reported Monday.

Former pro-wrestler The Rock—real name Dwayne Johnson—will play an American football player who discovers a 7-year-old girl in hiding.

The role will be a return of sorts to his roots for Johnson, 33, who was a professional football player before moving on to wrestling in the 1990s and then to Hollywood stardom. *AFP*

Gay! Not!

LONDON—British pop singer Robbie Williams accepted undisclosed libel damages Tuesday from publishers of a newspaper and magazines which had claimed he was a homosexual.

The defendants, British publishing groups MGN Limited, publisher of The People, a Sunday tabloid, and Northern & Shell PLC, publisher of Star and Hot Stars magazines, agreed to publish prominent apologies to Williams and to pay damages and legal costs.

The cover story of an August 2004 issue of The People suggested that Williams had numerous homosexual encounters with strangers. Similar stories were published in the two magazines. *AP*

'Bye to all that

LOS ANGELES—Actress Valerie Bertinelli and her rock star husband, Eddie Van Halen, 50, are divorcing after 24 years of marriage, Bertinelli's publicist confirmed.

"Yes, that's true. They have been separated for four years and it's amicable," Bertinelli spokeswoman Heidi Schaeffer told The Associated Press Tuesday. She said the actress would have no further comment.

A divorce petition Bertinelli, 45, filed in Los Angeles Superior Court on Tuesday cited irreconcilable differences.

The couple have one son, 14-year-old Wolfgang Van Halen. *AP*

Big daddy at last

LOS ANGELES—He played a big daddy on the big screen. Now Adam Sandler is taking on the role in real life.

The 39-year-old funnyman and his wife, Jackie, are expecting their first child in the spring, People magazine reported on its website this week.

Sandler's publicist, Cindy Guagenti, would not confirm the pregnancy Tuesday.

The couple married in 2003 with Sandler's bulldog, Meatball, preceding the bride down the aisle.

Jackie, 31, had a small role in the comedian's 1999 film, "Big Daddy." *AP*

Which Thatcher?

LONDON—MARGARET THATCHER'S daughter Carol, who never told her mother she was going to the Australian jungle to appear on a reality TV program, fought off a bunch of minor celebrities to win the show on Monday.

"I am amazed, astonished and gobsmacked to the power of 100," the journalist and broadcaster said after her ordeal on "I'm A Celebrity... Get Me Out of Here."

CHEER FACTOR

The show, derided by some critics as a new low in trash TV but a ratings winner with viewers, pitched 10 contestants into the jungle to fend for themselves.

The contestants voted off one by one by viewers included Australian soap actress Kimberley Davies and US singer star Jimmy Osmond.

Emerging sweaty and grimy from the Australian rainforest, Thatcher, 52, had no doubt what her top priority was: "I am longing for a shower." *Reuters*

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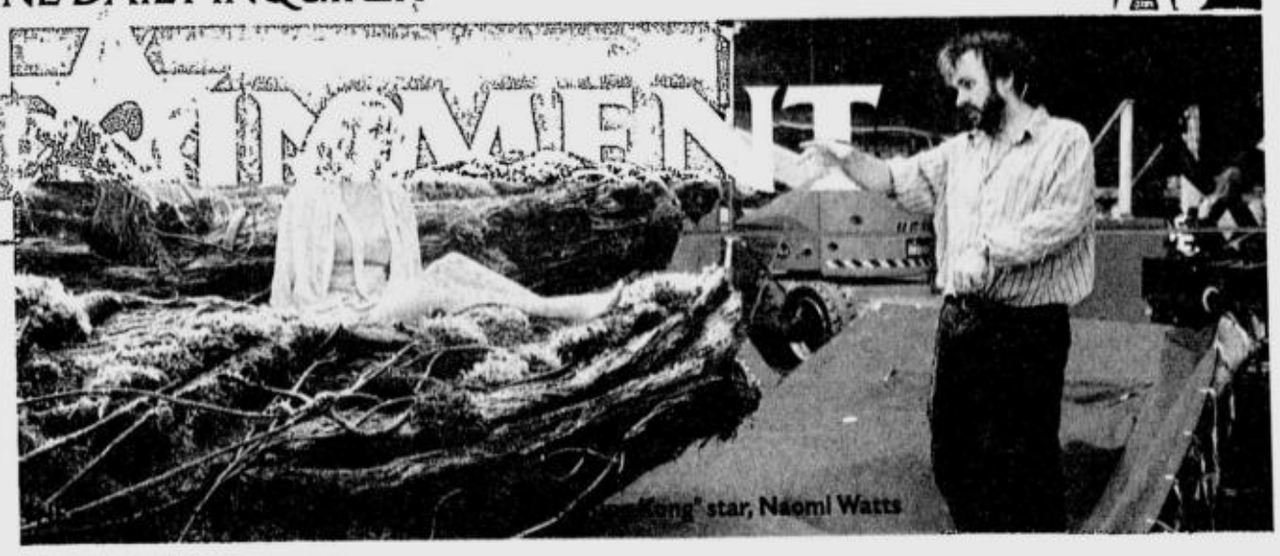

"King Kong" star, Naomi Watts

Ziyi charms Diva Diana; divo gorilla tops 'Rings'

LOS ANGELES—AT LAST Monday night's LA premiere party of "Memoirs of Geisha," guess who beat us by a hair to greet the film's star, **Ziyi Zhang?**

Ms **Diana Ross**, big hair and all, that's who. She congratulated Ziyi at the grand ballroom of the Hollywood and Highland Center, which was lavishly decorated in a Japanese theme in keeping with the movie's setting— (although the film was mostly shot in painstakingly created sets in California). Amid the excitement, we forgot to ask Ziyi how she felt being praised by the diva of all divas. But the lovely Chinese star, resplendent in a flowing white gown, recalled our recent interview and told us that she cried again after watching "Memoirs" one more time at the premiere screening held downstairs at the Kodak Theatre.

ONLY IN HOLLYWOOD

Ruben V. Nepales

DIANA Ross beats our columnist to Ziyi's side by a hair.

Gong Li, compelling as usual as the film's villainess, unfortunately missed the event because she had to stay in Florida where she has been shooting the movie version of "Miami Vice" with **Colin Farrell** and **Jamie Foxx**. Yes, the Chinese actress, considered among the world's best, is in yet another Hollywood rehash of a TV series ("Dukes of Hazzard," anyone?) but since the renowned **Michael Mann** is directing, this production may be something worthwhile.

Among the folks we saw nibbling Wolfgang Puck's Asian-inspired buffet fare were Filipino-American Hollywood exec **Fritz Friedman**, beautiful **Michelle Yeoh** and **Ken Watanabe** who also star in this film directed by "Chicago's" **Rob Marshall, Sting**, Martin Short and **Kyle MacLachlan**.

Shrinking man

"The Lord of the Rings" director **Peter Jackson** may be the world's fastest shrinking man—he has lost over 70 pounds—but his vision and ambition as a filmmaker remain on an epic scale, perhaps larger.

"King Kong," as we reported earlier, is a fitting next film for Peter after his grand-scale "Rings" trilogy, whose $2.9 billion worldwide earnings matched those movies' scope. How do you top the "Rings"? The Kiwi director will be the first to tell you that he did not aim to surpass himself but, intentionally or not, "Kong" is a worthy follow-up, at least in terms of size.

Although a thin version now of the man who amassed 11 Oscar trophies in 2004, Peter still has that shock of curly hair and beard—albeit with more grays showing. A pleasant, earnest man, this gifted New Zealander is sincere; his honest, plain demeanor and quiet authority just draw you in.

While everything about "Kong" is massive, including, of course, the titular gorilla—the divo of the jungle (tantrums, grunts and belching and yet he is sensitive!)—this is a personal movie for Peter. He has always wanted to do his own version since he watched the original 1933 film starring Fay Wray. He feels a greater responsibility to come up with a good remake of the movie that he fell in love with since he first saw it on TV. It was therefore a treat when Peter met Fay before she passed away last year. **Naomi Watts**, who does a good job in the **Ann Darrow** role famously played by Fay, came along for that dinner encounter.

The Aussie actress told us, "They introduced me as the new Ann Darrow and Fay said 'What? You're not Ann Darrow. I'm Ann Darrow' (laughter) and so I just thought oh, she's great. She was frail-looking but her humor was intact. I loved her instantly and Peter, of course, had been mad about her, had his first crush on her from the age of 9 so it was just a really lovely night. We dropped her home at the end of the night. We all got out of the car to hug and kiss her goodbye. She whispered in my ear, 'You'll make a great Ann Darrow.' It was great because it felt like she was giving me

permission and passing the baton."

Adrien Brody, who portrays a playwright and the other male enamored with Naomi's character, thanked Peter for casting Andy Serkis as the basis for Kong's movements. Andy, who was memorable as Gollum in the "Rings" series, also acted as the gorilla behind the camera so the actors can emote and react more effectively. The Oscar-winning actor said, "Peter had the insight to have Andy Serkis play Kong. Andy is a gifted actor. He researched gorillas in Rwanda. He did the off-screen work with us and we would not have had that kind of interaction without him. Kong and Naomi, as Ann, wouldn't have a real connection without Andy there that she could relate to. You couldn't have someone just standing there, or a paper plate, as they often do in movies."

Andy, the object of praise by everyone, from Peter to Adrien, is a likable guy, not Gollum-like at all. The actor also appears onscreen as Lumpy the Cook.

Jack Black, in a major role as the director who would pursue that crucial shot at whatever price, thought that he had the brilliant idea of patterning his portrayal after Peter. However, Jack quickly realized that Peter may be driven but he is not as crazy as his filmmaker character who would risk everything just to record spectacular scenes on his camera. The star of "School of Rock" said that Peter's son and daughter with wife Fran Walsh may have had a hand in his casting. When Jack showed up at Peter's house in New Zealand, where the film was shot, Kate was dressed in the style of the kids on "School of Rock," which she and her brother William love.

The following are excerpts of our recent press con with Peter at the Regency Hotel in New York.

How does this compare with your experience filming "The Lord of the Rings"? Would you say this was a more ambitious project?

In many respects it was. It's hard in the sense that I'm remaking my favorite movie so the sense of responsibility has been great. "The Lord of the Rings" was from a book and there was a lot of responsibility involved too but the original "King Kong" is the reason why I'm in the film business. I saw it when I was 9 and it inspired me to become a filmmaker so I was a little bit daunted by that sense of responsibility. I didn't want to make a bad movie so we worked very hard and tried very hard to make a version of "King Kong" that we could be proud of.

What did you love about the original "King Kong"?

The original film is a wonderful example of escapist entertainment. Escapist in the sense that it has things that I love about going to films. I love going to movies for pure entertainment, to have an experience that you're never going to have in your real life. "Kong" was a wonderful example in that it had the most fantastical, imaginative sequences with a huge gorilla and dinosaurs but it also had this wonderfully strong emotional heart. When I was 9 years old, I cried when I saw the original film.

That experience had such a profound effect on me. I wanted to become a filmmaker the moment I saw it. It was strange. Well, I wanted to become a monster-maker (laughter) to start with because when I was 9, I didn't really know what directing was. Really, I didn't understand what being a director

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GALLERIA

1 HARRY POTTER 4 • THX
12:30 3:40 6:50 10:00

2 CHICKEN LITTLE
12:00 2:00 4:00 6:00 8:00 10:00

3 THE FOG
12:30 2:50 5:10 7:30 9:50

4 AN UNFINISHED LIFE
12:20 2:45 5:10 7:35 10:00

5 IN HER SHOES
1:35 4:20 7:05 9:50

6 JUST LIKE HEAVEN
1:10 3:20 5:30 7:40 9:50

7 THE EXORCISM OF EMILY ROSE
12:20 2:45 5:10 7:35 10:00

8 BILOG / CIRCLES
12:20 2:45 5:10 7:35 10:00

9 THE MYTH
12:00 2:30 5:00 7:30 10:00

10 PRIME
12:00 2:30 5:00 7:30 10:00

TERMITA

1 THE FOG
12:30 2:50 5:10 7:30 10:00

2 CHICKEN LITTLE 12:00 1:35 3:10
THE MYTH 5:10 7:30 9:50

3 HARRY POTTER & the GOBLET of FIRE
12:00 3:20 6:40 9:50

4 AN UNFINISHED LIFE
12:30 2:50 5:10 7:30 9:50

5 IN HER SHOES
1230 2.50 5:10 7:30 10:00

6 JUST LIKE HEAVEN
12:00 2:00 4:00 6:00 8:00 10:00

7 THE EXORCISM of EMILY ROSE
12:00 2:30 5:00 7:30 9:50

METRO EAST

1 JUST LIKE HEAVEN
12:50 2:50 4:50 6:50 9:00

2 HARRY POTTER & the GOBLET of FIRE
11:40 2:40 5:40 9:00

3 CHICKEN LITTLE
12:15 2:00 3:45 5:30 7:15 9:00

4 THE EXORCISM OF EMILY ROSE
12:00 2:15 4:30 6:45 9:00

5 AN UNFINISHED LIFE
11:05 1:35 4:05 6:35 9:05

6 IN HER SHOES
12:30 3:20 6:10 9:00

7 THE FOG
11:25 1:50 4:15 6:40 9:05

8 THE MYTH
12:10 2:30 4:50 7:10 9:30

NOVALICHES

1 HARRY POTTER & the GOBLET of FIRE
2 THE EXORCISM OF EMILY ROSE
3 IN HER SHOES
4 JUST LIKE HEAVEN
5 THE FOG
6 CHICKEN LITTLE

CITISQUARE MALABON / PIONEER

1 HARRY POTTER & the GOBLET of FIRE
2 HARI NG SABLAY
3 RESERVE
4 RESERVE

1 HARRY POTTER & the GOBLET of FIRE
2 THE FOG
3 JUST LIKE HEAVEN
4 IN HER SHOES

STA ROSA / LIPA

1 HARRY POTTER & the GOBLET of FIRE
2 CHICKEN LITTLE
3 THE EXORCISM of EMILY ROSE
4 HARI NG SABLAY
5 THE FOG

1 THE EXORCISM OF EMILY ROSE
2 DOOM
3 HARRY POTTER & the GOBLET OF FIRE
4 HARI NG SABLAY
5 CHICKEN LITTLE

DASMARIÑAS / ANGELES

1 HARRY POTTER & the GOBLET of FIRE
2 BLADE OF THE ROSE
3 PRIME
4 THE FOG
5 CHICKEN LITTLE

1 THE MYTH
2 HARI NG SABLAY
3 CHICKEN LITTLE
4 HARRY POTTER & the GOBLET of FIRE

IMUS / STARMILLS

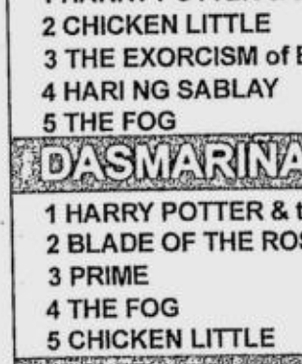
1 PRIME
2 HARI NG SABLAY
3 THE FOG
4 HARRY POTTER & the GOBLET of FIRE
5 CHICKEN LITTLE

1 APRIL SNOW
2 HARRY POTTER & the GOBLET of FIRE
3 HARI NG SABLAY
4 CHICKEN LITTLE
5 CRY_WOLF
6 THE FOG

BACOLOD / ILOILO

1 THE FOG
2 HARRY POTTER & the GOBLET of FIRE
3 CHICKEN LITTLE
4 THE MYTH
5 HARI NG SABLAY
6 PRIME

1 THE FOG
2 DOMINO
3 THE MYTH
4 CHICKEN LITTLE
5 HARRY POTTER AND THE GOBLET OF FIRE



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At the Activity Center

GLORIETTA	ALABANG TOWN CENTER	AYALA CENTER CEBU
Hyundai Car Exhibit December 5 to 7, 2005	Holiday Table Setting December 2 to 18, 2005 Acoustic Chirstmas Serenade w/ Chedi December 2, 9, 16	Pasko Sa Mt. Sinai December 7, 2005

AYALA GREENBELT

Philippine Philharmonic Orchestra Christmas Show
December 2 to 4 & 9 to 11 2005, GB 3 Park - 8PM
Christmas Fireworks Display
December 2 to 4 & 9 to 11 2005, GB 3 Park - 9PM

GREENBELT I Onstage AYALA CENTER

REPERTORY PHILIPPINES presents
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at REPERTORY GLOBE THEATER
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For inquiries, please call 887-0710

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Registration for Art Workshops now on-going at Ayala Museum
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Online registration at www.ayalamuseum.org

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AYALA CINEMAS

Reserve your seats by texting SURESEATS GB3 or SURESEATS G4 to 2333 (Globe) or 211 (Smart) or log on to www.sureseats.com for web reservations.

Movie schedules may change without prior notice. For verification call 729 7777

G1 GLORIETTA
1 IN HER SHOES | 2 THE FOG | 3 ANG PAGDADALAGA NI MAXIMO OLIVEROS | 4 AN UNFINISHED LIFE

G4 GLORIETTA 4
1 AN UNFINISHED LIFE | 2 KISS KISS BANG BANG | 3 THX THE FOG 1:30, 3:45, 6:00, 8:15, 10:30 GUARANTEED SEATS
4 HARRY POTTER & THE GOBLET OF FIRE | 5 CHICKEN LITTLE | 6 IN HER SHOES | 7 JUST LIKE HEAVEN

GB1 GREENBELT 1
1 IN HER SHOES 12:10, 2:45, 5:20, 8:00 | 2 THE FOG 12:00, 2:15, 4:30, 6:45, 9:00

GB3 GREENBELT 3
1 THX AN UNFINISHED LIFE 2:00, 4:20, 6:40, 9:00, 11:20 GUARANTEED SEATS | 2 THX IN HER SHOES 1:00, 3:35, 6:10, 8:45, 11:20 GUARANTEED SEATS
3 KISS KISS BANG BANG 1:05, 3:10, 5:15, 7:20, 9:25, 11:30 GUARANTEED SEATS | 4 JUST LIKE HEAVEN 1:30, 3:30, 5:30, 7:30, 9:30, 11:30 GUARANTEED SEATS | 5 THE FOG 2:00, 4:15, 6:30, 8:45, 11:00 GUARANTEED SEATS

ATC ALABANG TOWN CENTER
1 THX IN HER SHOES | 2 HARRY POTTER & THE GOBLET OF FIRE
3 JUST LIKE HEAVEN | 4 IN HER SHOES | 5 CHICKEN LITTLE

ACC AYALA CENTER CEBU
1 THE FOG | 2 A HISTORY OF VIOLENCE | 3 JUST LIKE HEAVEN | 4 CHICKEN LITTLE

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1. The Fog
2. Harry Potter and the Goblet of Fire
3. Just Like Heaven
4. In Her Shoes
5. Chicken Little

EVENTS! EVENTS!

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MARKET! MARKET!
The fun is in the finds

'Whispering Hope' for throat cancer victims

YOUNG SOPRANO ALEXIS EDRALIN, 1999 NAMCYA voice champion, stars in a fundraising concert for people who have lost their voices due to throat (laryngeal) cancer. Alexis performs with tenor Rogelio "Jun" Peñaverde Jr. and Julie Mendoza on the piano.

SHOW TIME

The Philippine Laryngectomee Club Inc. (PLCI) is headed by Emer Rojas. Each of the club members speaks with the aid of an expensive "electronic larynx," a device resembling a microphone that is pressed against the lower jaw. The fundraiser's objective is to be able to buy one such instrument for every indigent club member. Aptly labelled "Whispering Hope," the concert is set at the Philamlife Auditorium, Manila on Sunday, Dec. 11. Call 534-8582 or 951-5555.

Tonight

Regine Velasquez in "Reflection" at the Aliw Theater with guests Ai Ai delas Alas, Jonalyn Viray and Kim Flores

UrbaNation at Taste Buds, Robinsons Place Manila

Kitchie Nadal and Barbie Almalbis at SM North Edsa Cinema 1

Martin Nievera at SM Megamall Cinema 9

604 and Twisted Pair at Suburbia

Livewire and Natural Highat Virgin Café

Route 70 at Merk's, Greenbelt 3.

Tomorrow

KYLA

Regine Velasquez in "Reflection" at the Aliw Theater with guests Ai Ai delas Alas, Jonalyn Viray and Kim Flores

Jose Mari Chan at SM Megamall Cinema 9

Martin Nievera at SM North Edsa Cinema 1

Wiseguys and NTwineat Virgin Café

Kyla and 9th Avenue at Suburbia

Dec. 12

Silk at Virgin Café

Dec. 13

Martin Nievera at Ratsky Morato; 9:30 p.m.

Dimsum at Suburbia

South Border live at General Trias Cultural and Convention Center, Cavite; 7 p.m.

604at Virgin Café

Dec. 14

Twisted and Unlabeled at Suburbia

Dimsum and Music Matrix at Virgin Café

Wednesday Jazz Festival with Eddie K, Richard Merk and Sandra Lim at Merk's, Greenbelt 3.

Dec. 15

"Bacharach Dreams" with Jake Macapagal, Lana Jalosjos, Nino Alejandro, Crisel Consunji and Michael de Mesa at Premiere THX, Amorsolo Street, Makati

Nyoy Volanteand Drizzleat Suburbia

Freestyle and Freeverse at Virgin Café

MARTIN Nievera

Dec. 16

Liquid Apples at Taste Buds, Robinsons Place Manila

Freeverseand Michael Angelo at Suburbia

Ron Antonio and Natural Highat Virgin Café

"Barney's Musical Castle Asia Tour 2005" at the Araneta Coliseum; 6 p.m.

Maksim at the Philippine International Convention Center (PICC). Call 911-5555.

"Bacharach Dreams" with Jake Macapagal, Lana Jalosjos, Nino Alejandro, Crisel Consunji and Michael de Mesa at Premiere THX, Amorsolo Street, Makati

Dec. 17

Jose Mari Chan at SM Cebu Cinema 2

Nyoy Volante at Clamshell 2 in Intramuros with King, Rush Band, Anton Diva, Le Chazz, Ron Antonio and Freemale Dancers

9th Avenue at Suburbia

Wiseguys and Rageat Virgin Café

"Barney's Musical Castle Asia Tour 2005" at the Araneta Coliseum; 1 p.m. and 7 p.m.

"Bacharach Dreams" with Jake Macapagal, Lana Jalosjos, Nino Alejandro, Crisel Consunji and Michael de Mesa at Premiere THX, Amorsolo Street, Makati

Dec. 18

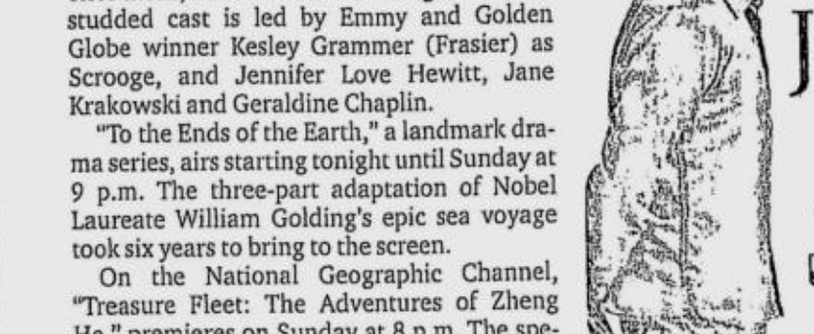
"Barney's Musical Castle Asia Tour 2005" at the Araneta Coliseum; 1 p.m. and 7 p.m.

"Bacharach Dreams" with Jake Macapagal, Lana Jalosjos, Nino Alejandro, Crisel Consunji and Michael de Mesa at Premiere THX, Amorsolo St., Makati

Dec. 19

9th Avenueat Virgin Café

"Barney's Musical Castle Asia Tour 2005" at the Araneta Coliseum; 1 p.m. and 7 p.m.



KESLEY Grammer in "A Christmas Carol: The Musical"

Cool picks on TV

TO CATCH ON THE HALLMARK CHANNEL this month: two enduring classic tales penned by master storytellers—Charles Dickens and William Golding.

Dickens's classic story of redemption through love is magically transformed in "A Christmas Carol: The Musical," premiering Dec. 25 at 9 p.m.

The story of Ebenezer Scrooge unfolds once more, this time amid 21 songs. The star-studded cast is led by Emmy and Golden Globe winner Kesley Grammer (Frasier) as Scrooge, and Jennifer Love Hewitt, Jane Krakowski and Geraldine Chaplin.

"To the Ends of the Earth," a landmark drama series, airs starting tonight until Sunday at 9 p.m. The three-part adaptation of Nobel Laureate William Golding's epic sea voyage took six years to bring to the screen.

On the National Geographic Channel, "Treasure Fleet: The Adventures of Zheng He," premieres on Sunday at 8 p.m. The special series is about the Chinese explorer who commanded a fleet of colossal ships that ruled the world's oceans 600 years ago. Repeat airings: 10 p.m., Dec. 16; 10 a.m. Dec. 18; and 3 p.m., Dec. 23.

FROM "The Adventures of Zheng He"

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YOU'VE NEVER SEEN CHICKEN PREPARED LIKE THIS.
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"IT'S ONE OF THE FUNNIEST AND MOST EXHILARATING MOVIES IN YEARS!" RICHARD CORLISS
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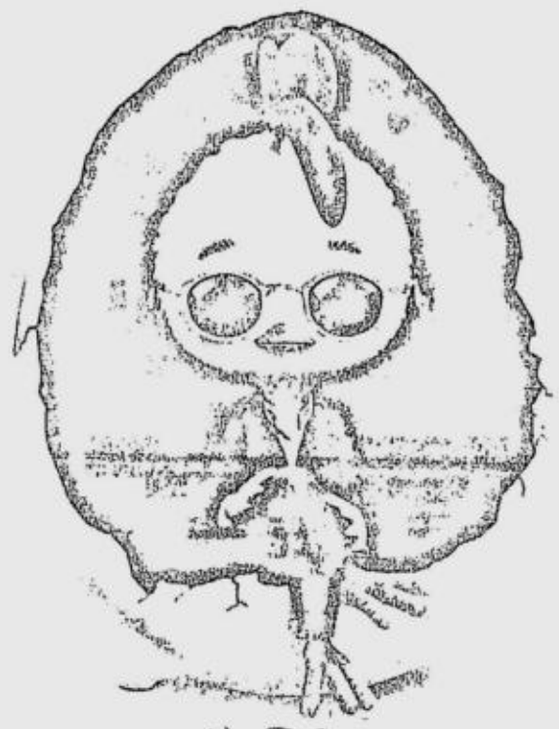
'CHICKEN LITTLE' IS FRESH, FUNNY AND TOTALLY ORIGINAL!" Scott Mantz, ACCESS HOLLYWOOD

Walt Disney Pictures Presents
CHICKEN LITTLE
2ND WEEK!
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MTRCB ▶ PG-13
"It's a great film. Smart. Great performance from Cameron." Richard Roeper, EBERT & ROEPER
"Sexy, touching and astringently funny. Diaz and Collette are sensational, and MacLaine does her best acting in years. Hanson's smartly entertaining 'In Her Shoes' is a comfy fit for both sexes." Peter Travers, Rolling Stone
"Loved it! One of my favorite films of the year." Maria Salas, WTVJ-TV, NBC Miami
CAMERON DIAZ TONI COLLETTE SHIRLEY MACLAINE
In Her SHOES

FOX 2000 PICTURES presents A SCOTT FREE/DEUCE THREE production A CURTIS HANSON film
CAMERON DIAZ TONI COLLETTE SHIRLEY MACLAINE "IN HER SHOES" MARK FEUERSTEIN MARK ISHAM
SOPHIE B. RAXOFF CRAIG KITSON LISA ZEMO CHURGIN, A.C.E. DAN DAVIS TERRY STACEY
TONY SCOTT RIDLEY SCOTT CAROL FENELON LISA ELLZEY CURTIS HANSON JENNIFER WEINER
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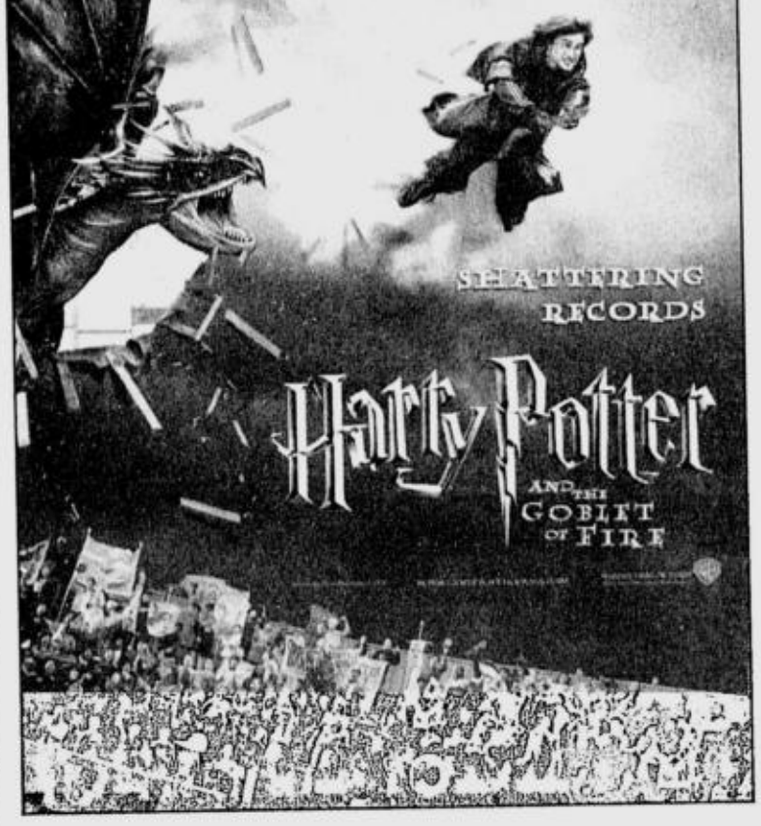
SHATTERING RECORDS
Harry Potter AND THE GOBLET OF FIRE

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THE FOG
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movietime SCHEDULE AND EVENTS

RED CARPET PREMIERE

EXODUS

AKO LEGAL WIFE
Dec. 17 • Megamall • Cinema 10

SHAKE RATTLE & ROLL 2K5
Dec. 20 • Megamall • Cinema 3

KUTOB
Dec. 20 • The Podium • Cinema 2

ENTENG KABISOTE 2
Dec. 21 • The Podium • Cinema 2

EXODUS: TALES FROM THE ENCHANTED KINGDOM
Dec. 22 • Megamall • Cinema 9 & 10

BLUE MOON
Dec. 23 • Megamall • Cinema 10

MULAWIN
Dec. 23 • North Edsa • Cinema 1 & 2

GUARANTEED SEATS

THE PODIUM 633-8976

1 IN HER SHOES
12:35FS/01:05MF/03:40/06:15
08:20LFS/09:00LMF/11:05END

2 AN UNFINISHED LIFE
08:00LFS/08:30LMF/10:20END

MEGAMALL

1 THE FOG
11:15FS/11:40MF/01:40/03:40/05:40
07:40/09:20LFS/09:40LMF/11:20END

CEBU (032) 231-3676

1 DUNGEONS AND DRAGONS
12:00FS/12:05MF/01:54/03:48/05:42
07:36/09:21LFS/09:30LMF/11:15END

2 THE FOG
12:00FS/12:10MF/02:02/03:54/05:46
07:38/09:17LFS/09:30LMF/11:10END

3 HARRY POTTER AND THE GOBLET OF FIRE
12:00FS/12:15MF/03:20/06:25
09:05LFS/09:30LMF/12:10END

METRO MANILA

SM MEGAMALL
1 THE FOG
2 AN UNFINISHED LIFE
3 CHICKEN LITTLE
ANG PAGDADALAGA NI MAXIMO OLIVEROS
5 THE MYTH
6 IN HER SHOES
7 EXORCISM OF EMILY ROSE
8 JUST LIKE HEAVEN
9 MARTIN NIEVERA: I Sing For You
10 HARRY POTTER & THE GOBLET OF FIRE
11 MERRY CHRISTMAS
12 THE MAN

SM CITY STA. MESA
1 THE FOG
2 AN UNFINISHED LIFE
3 HARRY POTTER & THE GOBLET OF FIRE
4 ANG PAGDADALAGA NI MAXIMO OLIVEROS
5 THE FOG
6 EXORCISM OF EMILY ROSE
7 HARI NG SABLAY
8 IN HER SHOES
9 HARI NG SABLAY
10 CHICKEN LITTLE

SM CITY BICUTAN
1 THE FOG
2 HARI NG SABLAY
3 THE MAN
4 HARRY POTTER & THE GOBLET OF FIRE

SM VALENZUELA NOW OPEN
1 THE FOG
2 EXORCISM OF EMILY ROSE
3 HARI NG SABLAY
4 ANG PAGDADALAGA NI MAXIMO OLIVEROS

SM CITY FAIRVIEW
1 MERRY CHRISTMAS
2 JUST LIKE HEAVEN
3 EXORCISM OF EMILY ROSE
4 HARRY POTTER & THE GOBLET OF FIRE
5 THE MYTH
6 HARI NG SABLAY
7 THE FOG
8 CHICKEN LITTLE
9 IN HER SHOES
10 ANG PAGDADALAGA NI MAXIMO OLIVEROS
11 THE MAN
12 BLOODFIST 2050: THE LEGEND CONTINUES

SM CITY SOUTHMALL
1 THE FOG
2 CHICKEN LITTLE
3 RESERVED
HARRY POTTER & THE GOBLET OF FIRE
5 IN HER SHOES
6 JUST LIKE HEAVEN
7 THE MAN
8 EXORCISM OF EMILY ROSE
9 ANG PAGDADALAGA NI MAXIMO OLIVEROS
10 AN UNFINISHED LIFE

SM SUPERCENTER SUCAT
1 THE MAN
2 THE FOG
3 HARI NG SABLAY
4 IN HER SHOES

SM CITY NORTH EDSA
1 KITCHIE & BARBIE: Reload
2 HARRY POTTER & THE GOBLET OF FIRE
3 THE FOG
ANG PAGDADALAGA NI MAXIMO OLIVEROS
5 CHICKEN LITTLE
6 JUST LIKE HEAVEN
7 IN HER SHOES
8 THE MAN

SM CITY MANILA
1 THE FOG
2 IN HER SHOES
3 AN UNFINISHED LIFE
4 HARRY POTTER & THE GOBLET OF FIRE
5 THE MAN
6 EXORCISM OF EMILY ROSE
7 MERRY CHRISTMAS
8 BLOODFIST 2050: THE LEGEND CONTINUES
9 ANG PAGDADALAGA NI MAXIMO OLIVEROS
10 JUST LIKE HEAVEN
11 HARI NG SABLAY
12 THE MYTH

SM SAN LAZARO
1 THE FOG
2 THE MAN
3 IN HER SHOES
4 JUST LIKE HEAVEN
5 ANG PAGDADALAGA NI MAXIMO OLIVEROS
6 HARRY POTTER & THE GOBLET OF FIRE

EXPLOSIVE ACTION COMEDY OF THE YEAR!

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"Who knew Samuel L. Jackson and Eugene Levy would make such a dynamic comic duo?" -Hollywood Reporter Magazine

Samuel Jackson Eugene Levy

The MAN

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LUZON

SM CITY PAMPANGA
HARRY POTTER & THE GOBLET OF FIRE
CHICKEN LITTLE
3 THE FOG
4 APRIL SNOW
5 THE MYTH
6 HARI NG SABLAY

SM CITY BAGUIO
1 THE FOG
2 THE MYTH
3 CHICKEN LITTLE
4 THE MAN

SM MOLINO NOW OPEN
1 HARRY POTTER & THE GOB
2 EXORCISM OF EMILY ROSE
3 THE MAN
4 HARI NG SABLAY

SM CITY BACOOR
1 THE MAN
2 THE MYTH
HARRY POTTER & THE GOBLET OF FIRE
4 ANG PAGDADALAGA NI MAXIMO OLIVEROS
5 THE FOG
6 HARI NG SABLAY
7 EXORCISM OF EMILY ROSE
8 JUST LIKE HEAVEN

SM CITY MARILAO
1 CHICKEN LITTLE
2 HARI NG SABLAY
3 THE FOG
4 FOUR BROTHERS

SM CITY BASMARINAS
1 HARRY POTTER & THE GOBLET OF FIRE
2 RESERVED
3 HARI NG SABLAY
4 THE FOG

SM CITY LUCENA
1 THE MYTH
2 EXORCISM OF EMILY ROSE
APRIL SNOW
4 HARI NG SABLAY

SM CITY BATANGAS
1 EXORCISM OF EMILY ROSE
2 HARI NG SABLAY
3 THE MYTH
4 CHICKEN LITTLE

VISAYAS AND MINDANAO

SM CITY CEBU
1 DUNGEONS AND DRAGONS
2 THE FOG
3 HARRY POTTER & THE GOBLET OF FIRE
4 THE MYTH
5 CHICKEN LITTLE
6 HARI NG SABLAY
7 ANG PAGDADALAGA NI MAXIMO OLIVEROS
8 JUST LIKE HEAVEN

SM CITY ILOILO
1 DOMINO
2 RESERVED
3 THE MYTH
4 ANG PAGDADALAGA NI MAXIMO OLIVEROS
5 CHICKEN LITTLE
6 HARRY POTTER & THE GOBLET OF FIRE
7 RESERVED
8 THE FOG

SM CITY DAVAO
1 DOMINO
2 CRY WOLF
3 HARI NG SABLAY
4 THE MYTH
5 CHICKEN LITTLE
6 THE FOG

SM CITY CAGAYAN DE ORO
1 THE MYTH
2 MY SASSY GIRL
3 CHICKEN LITTLE
4 FOUR BROTHERS

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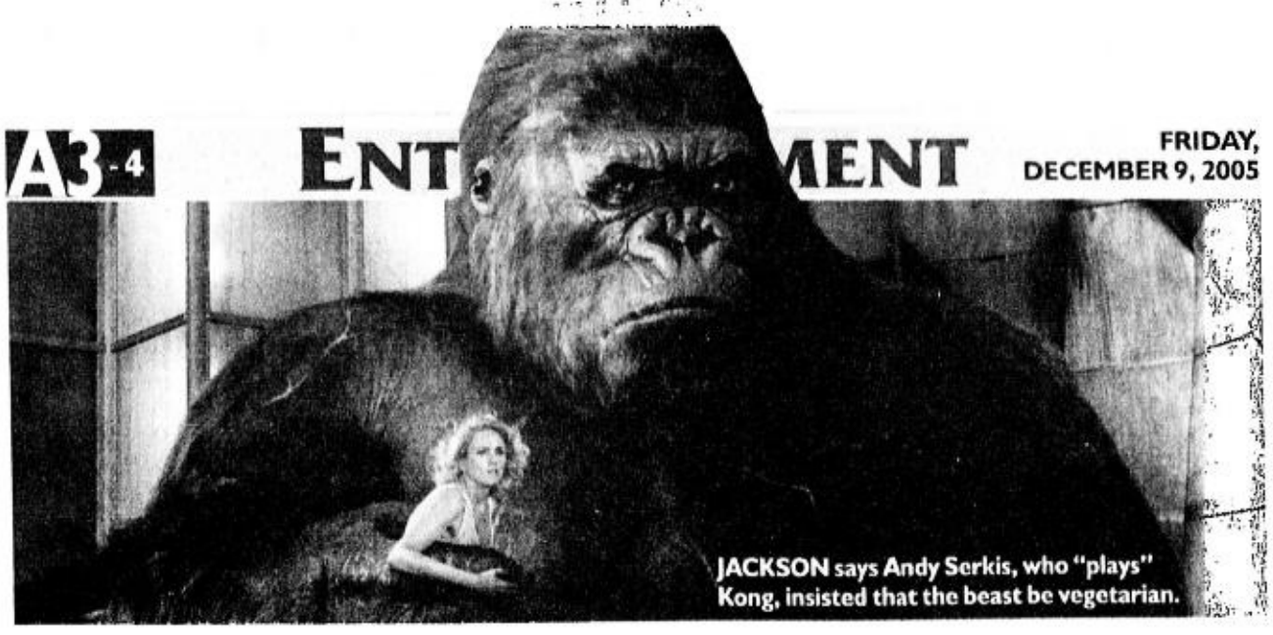

JACKSON says Andy Serkis, who "plays" Kong, insisted that the beast be vegetarian.

Diva Diana congratulates Ziyi . . .

From page A3-1

was but I certainly wanted to make monsters and to be able to create that imaginative experience. For me, "Kong" does what entertainment should. It captivates you, it sweeps you away to another place but it also makes you feel very emotionally affected.

You were all set to do "Kong" in the 1990s. When that project was aborted, you said it was the blackest day in your entire career. Having done "Kong" now, would you say that the cancellation of the project in the 1990s was for the best?

Yes. It absolutely turned out for the best. I believe in fate at the end of the day. There's a lot of things in life that you can't direct for yourself and you can't dictate what happens. At some point, we're all just going along for the ride. Fate decided in 1996 that we weren't going to make "King Kong" then, that we were instead going to do "The Lord of the Rings," another film that we had in development at the same time. Fate made that decision.

There's no doubt whatsoever that the film today is a better movie than it would have been in 1996. The script is a lot better than what we wrote back then. We learned a lot from the "Rings" experience. We learned a lot about making it as believable as possible and that the more fantastical the movie is, the more authentic you want to make the performances and the characterizations.

PETER, over 70 pounds more not so long ago.

What set piece was the most difficult to realize?

The whole movie was difficult. The set piece that I really worked hard at because it was so important to me was the Empire State Building sequence, the climax of the film which had such a profound impact on me as a 9-year-old. I wanted to do a really good job of that particular sequence. So that was the first scene that I started to design and work on. We were already working on the Empire State Building sequence while we were doing "The Return of the King." We had a team doing the animatics and starting to design the Empire State Building sequence. We were doing animated story boards and all of that was happening a long time, probably two years, ago. I wanted to spend the longest amount of time on that sequence.

It is crucial to have a very good actress portray Ann Darrow. Naomi came across as very believable. What made you cast her?

Naomi is incredibly genuine. She's very real. Some actors aren't. Obviously, acting is all pretending to some degree but there are different degrees to pretending. Naomi creates a moment in her mind that seems so real that when she has tears in her eyes, it's because she's thinking of something that makes her cry. I don't know what it is or who she thinks about but it feels absolutely genuine. It doesn't feel fake and put on. It's such a critical role to be able to sell the relationship with the gorilla who's not there.

Andy Serkis also played a huge role. In every close up where Naomi is looking at Kong, she's looking at Andy who was there behind the camera, on a cherry picker or up on a ladder or on a tower. He was where he could get to be the right height as Kong, appeared to be the right size in relationship to Naomi and he was always there for her. He worked really hard to help her performance. Also for me, it was great to have Andy starting to create the character of Kong because it was the beginning of the creation of that character that we took through the post-production and the CG process.

Since you are an expert on Kong, why is he the only gorilla on Skull Island? Where is his family?

That's something that we actually did talk about. Obviously, it's not in the movie. His parents are unfortunately dead. He doesn't have siblings. He may have had some before but I would imagine that the dinosaurs have taken a toll on his family. We've always assumed that Kong was the last surviving member of his giant gorilla race. I imagined in my mind that he was 120 years old.

And what did Kong eat?

Andy Serkis was very adamant that Kong was a vegetarian. Originally, in one of our early drafts of the screenplay, we had him chewing on a dinosaur leg but Andy put up a very strong argument that Kong would be a vegetarian as all gorillas are. We used the behavior of a silverback gorilla to base a lot of his characteristics. We have him eating bamboo at one point in the movie and I guess he just goes through a lot of plants (laughter), a lot of greenery.

For you, unlike Jack's director character, it has never been about just getting that particular shot?

Well, sometimes, yeah. But the thing with computers these days is that, if you miss out getting the shot you can usually create it later on (laughing). That's the wonderful thing about films these days.

So what made you decide to lose weight?

I wanted to get healthy. At the end of "Rings," I was very tired. I wanted to get a little bit healthier and fit which I did. But I am also very tired now. I don't really feel particularly healthy at the moment. I feel very tired because we finished the movie about 10 minutes before we got on an airplane to fly over here. We've just literally finished the movie.

How did you achieve the weight loss?

I stopped eating junk food. I ate fruits and vegetables.

So what is your next film?

"The Lovely Bones" by Alice Sebold is a book that we are huge fans of. We have the film rights so we are planning to do a script of that. We are going to work on that script with Philippa (Boyens, 'Kong' co-writer) and Fran when we are fully rested and have some brain cells back. We're going to take a break and take a long rest.

Will the film have special effects?

It'll have a little bit but obviously nothing like in "Kong" or "Rings" which will be nice. It'll be a lovely change.

(E-mail the columnist at rvnepales_5585@yahoo.com.)

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3 THE FOG
MTRCB PG-13
12:00, 2:30, 5:00, 7:30, 10:00

4 IN HER SHOES
MTRCB PG-13
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PG-13

2 CHICKEN LITTLE
12:30, 2:30, 4:30, 6:30, 8:30, 10:30
GP

3 JUST LIKE HEAVEN
1:40, 4:00, 6:20, 8:40, 11:00
GP

4 THE FOG
1:05, 3:35, 6:05, 8:05, 11:00
PG-13

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IN HER SHOES
PG13
2:20, 5:00, 7:40, 10:20

AN UNFINISHED LIFE
PG13
1:30, 3:55, 6:20, 8:45

THE FOG
PG13
1:35, 3:45, 5:55, 8:05, 10:15

HARRY POTTER AND THE GOBLET OF FIRE
GP
12:00, 3:10, 6:20, 9:30

JUST LIKE HEAVEN
GP
1:35, 3:45, 5:55, 8:05, 10:15

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FRIDAY, DECEMBER 9, 2005

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WHAT'S INSIDE

Slow drive /B3

Tax relief takes back seat to VAT

Gov't adopts cautious stance to keep revenue gains intact

By Michelle V. Remo

PEOPLE MAY HAVE TO WAIT FOR SOME TIME before they can get to enjoy some tax relief.

The income tax relief, as proposed by the government, will only be implemented once the revenues expected from the VAT Reform Law start to flow in.

According to an official from the Department of Finance, the earliest that the government may decide on the final form and amount of income tax relief will be in the second half of 2006.

By that time the government will have a clear view of the revenue performance of the new VAT law, the official said.

Also, once the plan has been finalized, it will have to undergo the legislative process, which the source said could take a few months.

Earlier, the DOF said the income tax relief plan could come in the form of income tax exemption for low-income earners, combined with tax cuts for middle-income ones, or expansion of the list of allowable deductions in the computation of taxable income.

Another proposed form of relief is to grant tax credits to low-income earners, which they may use to reduce their tax liabilities.

Part of the funds to be generated from the new VAT law would be used to compensate for the potential revenue losses expected with the proposed tax relief, the DOF said.

The source said the DOF was looking at P5 billion worth of income tax relief, which is a small

TAX RELIEF/ B3

INDICATORS

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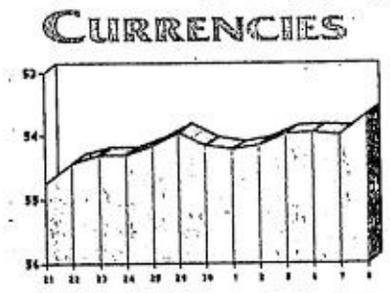

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As of 5 p.m., Dec. 8, 2005

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Shares rise 0.5 percent

SHARES ADVANCED YESTERDAY AS FOREIGN INvestors snapped up stocks of blue-chip Philippine Long Distance Telephone Co., which made up half of

SHARES/ B3

Tax law drags down vehicle sales

By Ronnel W. Domingo

THE IMPLEMENTATION of the new value-added tax law dragged down vehicles sales in November by 19.7 percent, with a total of 7,155 units sold compared to 8,907 units in the same month last year.

However, the Chamber of Automotive Manufacturers of the Philippines (Campi) and the Truck Manufacturers Association reported that aggressive marketing activities helped rev up January-November sales, posting a growth rate of 10.2 percent to 87,996 units.

Campi president Elizabeth H. Lee said the implementation of the reformed VAT law led to advance purchases in October. But dealers were reported to be hesitant in stocking up units.

Lee said dealers were wary of the "detrimental effect" of the 70-percent cap on the firms' input VAT credits.

"Both assemblers and dealers will have the difficult task of managing inventories," she said.

The Campi and TMA report showed that as of end-November, sales have reached 92.6 percent of the target of 95,000 units for 2005.

Overall sales are expected to increase in the last month, with the firms having put in place promotions to reach year-end targets, Lee said. "Companies are expected to take advantage of relatively better pricing until the end of the year, with additional fleet accounts deliveries."

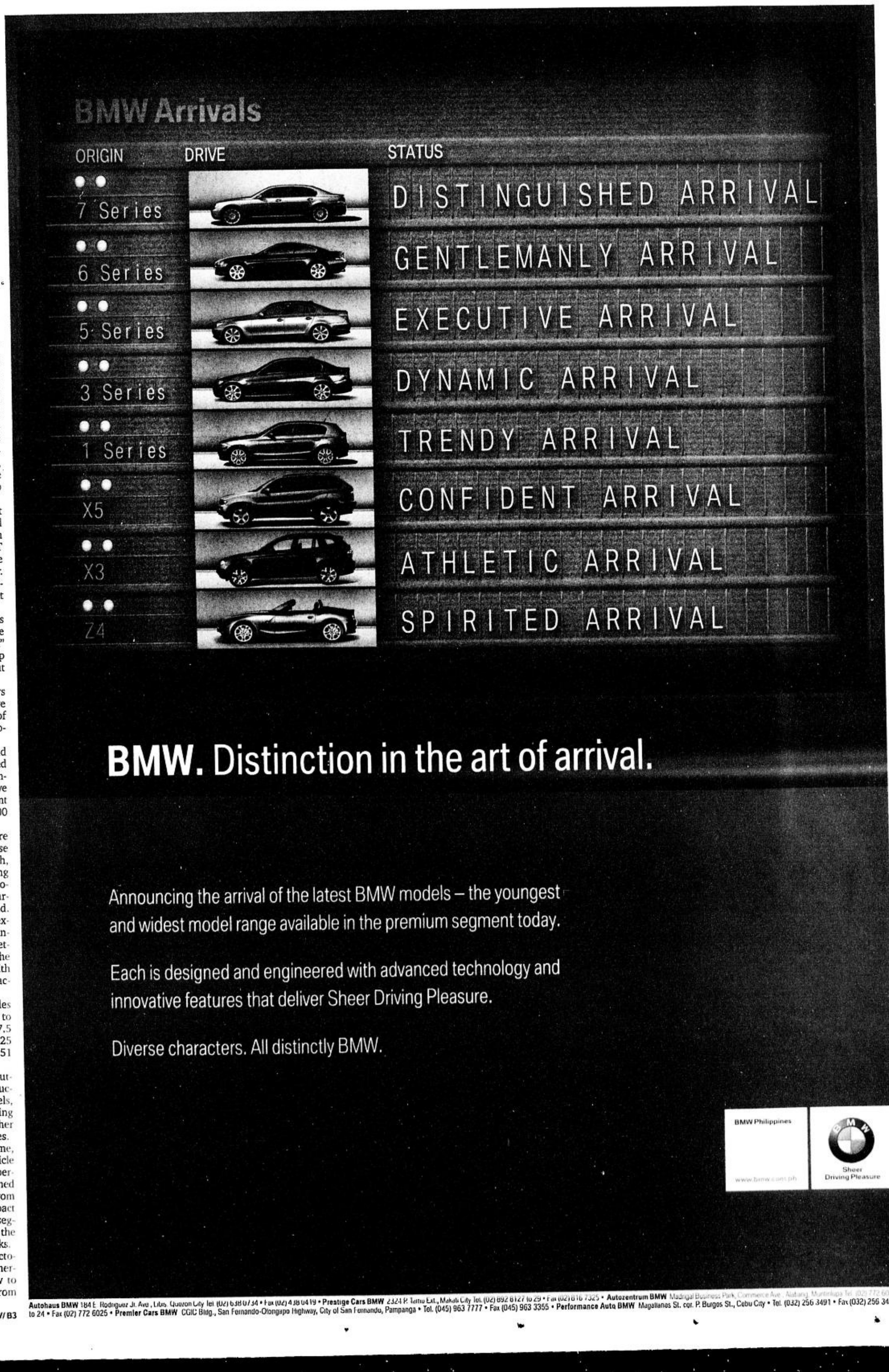
Passenger car sales from January to November rose 7.5 percent to 32,425 units from 31,151 last year.

This was attributed to the introduction of new models, sustained financing promos and other marketing activities.

At the same time, commercial vehicle sales went up 12 percent due to sustained new model sales from the pickup, compact SUV and AUV segments, as well as the availability of stocks.

January to October sales of commercial vehicles grew to 55,571 units from 49,707 units.

TAX LAW/ B3



PPA board OKs North Harbor privatization

Gov't favors multi-operator scheme in the port

By Clarissa S. Batino

THE BOARD OF THE PHILIPPINE PORTS AUthority has approved the privatization plan for North Harbor, which called for the bidding of four long-term contracts to operate three cargo terminals and one passenger terminal.

PPA general manager Oscar Sevilla said the maritime agency would endorse the plan to the National Economic and Development Authority this week.

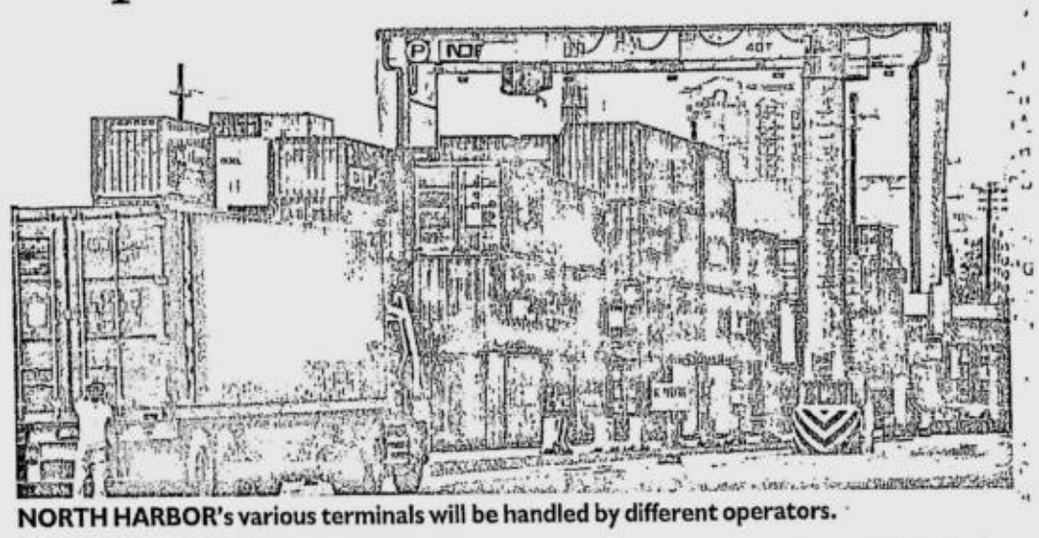
Sevilla said the modernization of North Harbor would entail massive investments, a factor considered in the past when the PPA had planned to bid out a single contract for the huge port facility serving domestic traffic.

However, the PPA believed that having several operators would encourage competition in North Harbor and compel operators to keep port fees low in the maritime facility spanning Piers 2 to 18.

"The board, in its meeting Wednesday, gave its recommendation to go ahead with the privatization of North Harbor under the BOT (build-operate-and-transfer) law," Sevilla said in an interview.

He said a Neda representative to the PPA board assured that the economic planning agency's approval would not take more than a month.

The government will likely auction the 25-year contracts (one per terminal) in the first quarter of 2006. The contract, said Sevilla, was renewable for another 25 years.



NORTH HARBOR's various terminals will be handled by different operators.

"Finally, we can modernize an obsolete and decrepit terminal," said the PPA chief. "We always fear about the North Harbor's safety because of its age."

The country's two biggest port operators, International Container Terminal Services Inc. and Asian Terminals Inc., have expressed interest in participating in the bidding.

Sevilla said Terminals 1 and 2 of North Harbor would be the two biggest. The third terminal is not as large as the two and so is the passenger terminal.

The multi-operator scheme adopted by the PPA went against the original plan of having a single operator in North Harbor.

The proposal to privatize the North Harbor was first brought out during the Aquino administration. During the Estrada administration, the government tapped Halcrow International to come up with the best scheme in selling the right to operate the Manila port.

Its recommendation was to bid out a single concession to attract big investors. ICTSI and ATI had planned to bid together for the project due to the massive investment needed.

ATI and ICTSI are engaged in handling of container and bulk cargoes. They operate in the Port of Manila, the country's biggest port where most foreign ships carrying imported and to-be exported goods dock.

Alyansa Agrikultura seeking fair trade

By Ernesto M. Ordonez

COMMENTARY

ON NOV. 24, 2004, THE ALYANSA AGRIKULtura entered the international scene. At a trade conference in Penang, Malaysia, the Alyansa took the lead in formulating four WTO positions agreed upon by private sector representatives from 11 countries.

The following position is especially relevant to the coming WTO negotiations next week: "Trade should be in the service of sustainable development ... If a trade arrangement is detrimental to this, the country must reject it."

Background

Almost three years ago, on Jan. 21, 2003, several farmer and fisherfolk leaders organized the Alyansa Agrikultura. During their discussions on globalization, they concluded that our government implemented a trade liberalization pace much faster than what the WTO had required.

An example is that, while the WTO allowed an average bound tariff rate of 35 percent for our agricultural products, our government applied an average of only 8 percent. Compare this with Thailand which, with the same 35-percent bound rate, applied 29 percent. Thankfully, this is being addressed by enlightened government officials such as Agriculture Undersecretary Segfredo Serrano.

On Jan. 17, 2004, a year after extensive nationwide consultations with farmers and fisherfolk, the Alyansa agreed on a common agri fishery action agenda. A key part of this is their advocacy of fair, rather than free, trade.

By that time, the Alyansa had grown to become the largest agri-fishery coalition in the country. Its members were 39 national and local federations which covered all the major agriculture sectors. An example is the National Federation of Hog Farmers, which, though counted as only one member, has 38 affiliate organizations throughout the country.

On international trade, the Alyansa approved the following: "Oppose all tariff reductions in a sector, until that sector has a level playing field, through the appropriate elimination of subsidies from other countries and the provision of the appropriate competitiveness enhancing mechanism for our farmers."

In the last two months, the Alyansa has taken the lead in contributing farmer and fisherfolk signatures to the OXFAM-coordinated campaign. Its common advocacy on the signature sheet are: "make trade fair; no to unilateral impositions by the WTO; save our jobs; and protect our agriculture and domestic industries." We are happy to report that the 10 million signature worldwide target for this campaign will be reached and presented in Hong Kong.

Alyansa position

Today, the Alyansa is presenting to WTO Ambassador Manuel Teehankee its WTO position paper.

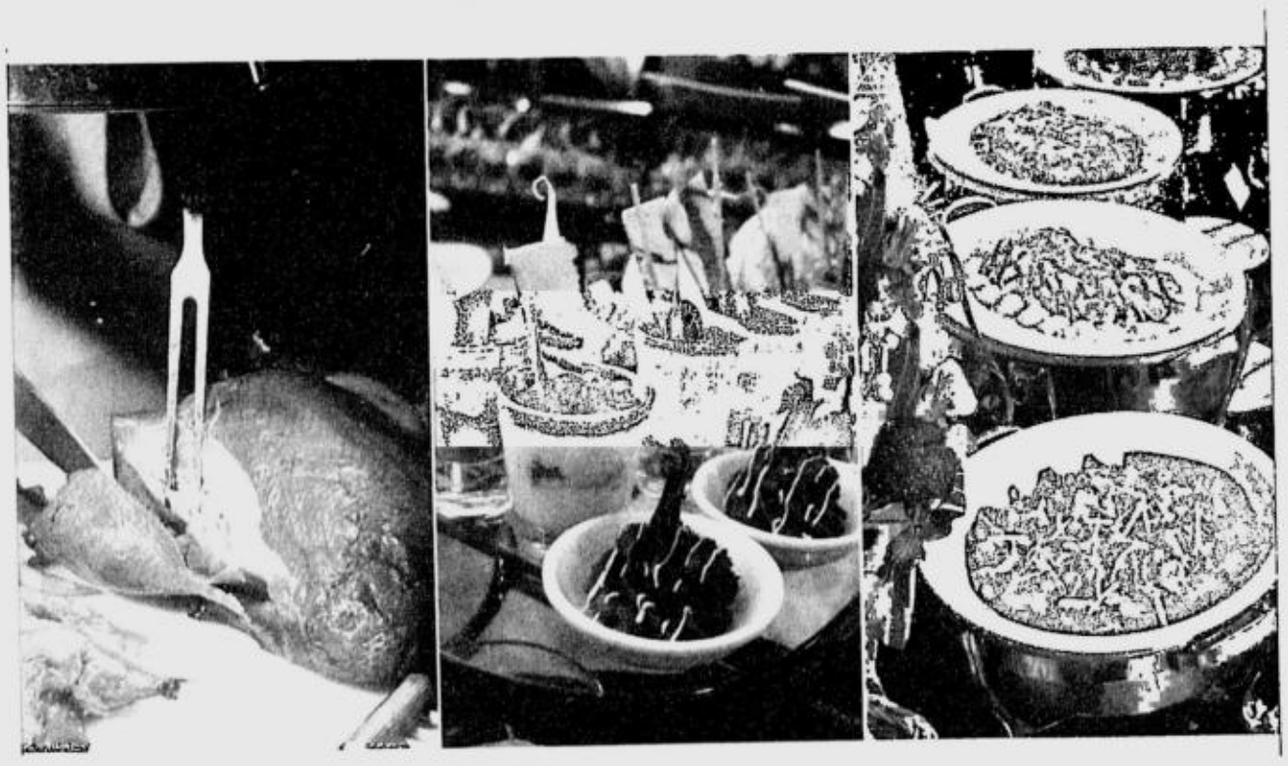
The Alyansa favors trade, but only if it is fair. This means a level playing field. Developed countries want to define this as leveling tariffs, and therefore imposing lower tariffs in developing countries.

This is deceptive and unfair. We must level the totality of government support, which means tariffs plus subsidies.

Last year, in the WTO July 2004 Framework, the United States, the European Union and Japan reduced their maximum subsidy levels by 20 percent to $152.6 billion. However, this is still way above their 2000 actual subsidy level of $118.1 billion. Considering that the Philippines' subsidy level was only P0.3 billion in 2000, and has been declining over the last five years, we should not de-

ALYANSA/ B6

Precious Yule Moments
at the Diamond Hotel



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COCKTALES

Victor C. Agustin

A PANGASINAN JUDGE WHO HAD ISSUED arrest warrants against the entire Audi board still would not lift the arrest orders despite a Department of Justice resolution reversing the P2.1-billion estafa complaint against the Germany-based directors.

For still unclear reason, Alaminos Regional Trial Court Judge Jules Mejia cancelled the hearing on Wednesday, to the annoyance of Audi lawyers who had to drive all the way from Manila, and reset the hearing for Tuesday next week.

Mejia had earlier insisted on proceeding with the trial, even though the complainants—former Audi distributors Peter and Paul Rodriguez—declined to post about P16 million in filing fees.

Theoretically, without payment of the filing fees, the Rodriguez private counsel would have no legal personality to appear in the criminal case, and it would be up to the fiscal to carry on the burden of what essentially is a private prosecution.

But with the DOJ reversing the Pangasinan prosecutor, it is not clear who would now have to represent the prosecution panel, assuming that there is still a criminal complaint to pursue.

The RTC judge's latest move effectively dashed the hope of Audi, and German Ambassador Axel Weishaupt, to end what they believe is a prolonged legal squeeze play and close the book on this unhappy saga by yearend.

Still, the legal problems have had so far insulated the new Audi dealer-distributor, PGA Cars, which has quietly made inroads in the local luxury market now dominated by BMWs, Volvos and Mercedes-Benzes.

According to the grapevine, the hush-hush buyers of the top-of-the-line A8 limo—which costs, depending on specs, anywhere from P5-12 million—already include the colorful Madrigal heir, Jose Vicente de Leon, and port services king Enrique Razon Jr.

Security blanket

THE SINGAPORE-BASED Arisaig Asean Fund has disclosed that it has acquired 5.02 percent of Security Bank.

According to the grapevine, the closed-end investment fund started slowly accumulating from the market Security Bank shares starting mid-2003, when the stock was still trading at the P15-17 level.

Yesterday, Security Bank closed at P33. Arisaig, which saw over 150 percent increase in its shareholding portfolio in five years, has also taken similar positions in Bankard and Universal Robina.

Campos layering

NEW Del Monte overlord Jose "Butch" Campos Jr. surely knows how to layer his investments from potential nosy inquisitors.

The investment holding company, Golden Chamber Investment Ltd., that has acquired a stake in Del Monte Pacific through NutriAsia Pacific Ltd. lists Campos and his children as the beneficial owners.

It is not clear whether the children referred to belong to Campos' first wife, or his second, or both.

In any case, Golden Chamber is in turn owned by the Twin Palms Pacific Trust, the Campos Jr. family trust. Legally, the sole shareholder of Golden Chamber is the Hong Kong-based HSBC International Trustee Ltd., which in turns identifies itself as the trustee of Twin Palms.

Meanwhile, NutriAsia, the special purpose vehicle used by Campos and San Miguel Corp. and trader T.Y. Ang (it is not clear whether SMC president Ramon Ang is related to him) to acquire Del Monte Pacific, lists an Ortigas address, the Centrepoint building on Julia Vargas Avenue, despite it being registered in the British Virgin Islands.

Heard through the grapevine

ISRAELI tycoon Lev Leviev and Metro Pacific have forged an alliance in their respective bids to acquire stakes in North Luzon Expressway and state-owned power plants.

(Email: cocktales_pdi@pldtdsl.net or cocktales_pdi@yahoo.com)

Tax relief takes back seat to VAT

From page B1

fraction of the estimated P80 billion in additional tax collection that could be generated from the new VAT law.

But the official said that Finance Secretary Margarito "Gary" Teves would first want to make sure that the government would be on track of its objective—having a balanced budget by 2008. Once government has realized the expected revenue from the new VAT law next year, the authorities may then implement the tax relief scheme.

A cautious stance on proposals that could erode revenue is necessary to keep the country on track of its goal to balance the budget, the DOF official said.

The VAT Reform Law, which took effect last Nov. 1, expanded the coverage of the tax to include oil and electricity among others, and will raise the VAT rate from 10 to 12 percent in February next year.

Unpopular as it is, the VAT is the Arroyo administration's key measure to address the country's lingering fiscal problem.

Should the VAT law generate the expected revenue, the DOF estimated that the government could wipe out its gaping budget deficit by the end of 2008. The deficit stood at P187 billion last year, and is expected to fall below P180 billion this year.

Tax law drags down vehicle sales

From page B1

Three sub-categories showed positive growth as AUV sales went up by 16 percent to 24,656 units; light commercial vehicles by 9 percent to 29,505 units; and trucks and buses by 23 percent to 623 units.

However, sales of light trucks dropped by 3 percent to 1,438 units.

Toyota Motors Philippines Corp. kept the largest portion of the overall market, with a 36.3-percent share. TMPC sold 31,983 units or 19.1 percent higher than the previous comparative number.

Mitsubishi Motors Philippines Corp. ranked second with 13.6 percent of the market. MMPC sold 11,997 vehicles, which was an improvement of 3.7 percent.

Honda Cars Philippines Inc. ranked third with a 10-percent share of the market. Honda sales reached 8,652 units, which was 8.34 percent lower than the previous level.

Shares ...

From page B1

the session's trades.

The 30-company Philippine Stock Exchange Index rose 10.18 points, or 0.5 percent, to 2,113.60.

PLDT, which accounted for 51 percent of yesterday's transaction volume, rose 0.3 percent to P1,790.

Other gainers included blue chips Ayala Land, up 3.2 percent to P9.70, food and beverage conglomerate San Miguel, whose widely traded B-shares climbed 1.2 percent to P87, and oil refiner Petron Corp., which advanced 1.1 percent to close at P4.65.

Analysts said renewed political and security concerns capped the stock market.

Losers beat gainers 41 to 34, with 49 issues unchanged. *AP*

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SEC OKs IPO of FirstGen

By Elizabeth L. Sanchez

THE SECURITIES and Exchange Commission has approved the proposed initial public offering of First Generation Corp., the Lopez family's holding company for its power plants, to raise roughly $200 million.

Industry sources confirmed that First Gen would hold its maiden listing in February next year.

First Gen will offer 151.57 million to 219.9 million shares at between P51 and P74 per share. Secondary shares of between 124 million and 141 million, held by First Philippine Holdings Corp. and other shareholders, may also be offered for sale.

First Gen is 88.4-percent owned by First Philippine Holdings. The balance is distributed between Asian Infrastructure Development Co. FG Power Corp. Ltd., a $400-million investment fund involved in Asian private infrastructure projects, and Sumitomo, one of the largest trading conglomerates in Japan.

SEC/ B7

PHILIPPINE STOCK EXCHANGE

(As of December 8, 2005)

STOCKS	OPEN	HIGH	LOW	CLOSE	VOLUME
BANKS & FINANCIAL SERVICES					
BANKS					
Banco de Oro Univ. Bank	33	33	32.5	33	237,000
Bank of the Phil. Islands	58.5	59	58	58.5	1,880,100
China Banking Corp.	605	605	605	605	780
Citystate Savings Bank	17.5	17.5	17.5	17.5	300
Equitable PCI Bank Inc.	54.5	56	54.5	56	203,900
International Exch. Bank	21.5	21.5	21.5	21.5	48,500
Metropolitan Bank & Trust	33.5	33.5	33	33.5	1,857,500
Philippine National Bank	35.5	35.5	32	32	95,100
Security Bank Corp.	33	33.5	33	33	404,200
Union Bank of the Phil.	30.5	31	30.5	31	6,800
FINANCIAL SERVICES					
First Abacus Financial	0.41	0.45	0.41	0.45	60,000
Manulife Financial Corp.	3160	3160	3160	3160	160
PCI Leasing & Fin. Inc.	1.02	1.02	1.02	1.02	2,000
COMMERCIAL & INDUSTRIAL					
COMMUNICATION					
ABS-CBN Broadcasting Corp.	13.75	14.25	13.75	13.75	23,600
Digital Telecom Phils Inc.	0.89	0.92	0.89	0.92	6,060,000
Globe Telecom Inc.	745	750	740	740	101,140
Ipeople Inc.	3	3	3	3	72,000
ISM Communications Corp.	0.048	0.049	0.047	0.049	1,200,000
Manila Bulletin Pub. Corp.	1.6	1.6	1.6	1.6	4,000
Pilipino Tel. Corp.	3.6	3.6	3.55	3.6	2,131,000
Phil. Long Dis Tel Co.	1780	1795	1780	1790	482,280
Ivantage Corp.	0.57	0.57	0.57	0.57	570,000
Philweb Corp.	0.016	0.016	0.015	0.016	54,200,000
POWER, ENERGY & OTHER UTILITIES					
Manila Electric Co. A	15.5	16	15.5	15.75	68,000
Manila Electric Co. B	24	24.25	24	24.25	490,700
Manila Water Co. Inc.	6.5	6.5	6.4	6.4	1,423,000
Petron Corp.	4.6	4.7	4.6	4.65	3,257,000
Trans-Asia Oil and Energy	0.94	0.94	0.94	0.94	1,350,000
TRANSPORTATION SERVICES					
Asian Terminals Inc.	1.8	1.8	1.8	1.8	14,000
Int'l Container Term'l Sv	9.5	9.7	9.5	9.6	1,004,000
Lorenzo Shipping Corp.	1.2	1.2	1.2	1.2	14,000
CONSTRUCTION & OTHER RELATED PRODUCTS					
Engineering Equip. Inc.	0.71	0.71	0.7	0.7	1,520,000
Fortune Cement Corp.	0.82	0.82	0.82	0.82	30,000
Holcim Philippines Inc.	3.75	3.85	3.75	3.85	1,064,000
Republic Glass Hldg. Corp.	1.7	1.7	1.7	1.7	39,000
FOOD, BEVERAGES & TOBACCO					
Alaska Milk Corp.	3.45	3.45	3.45	3.45	65,000
Cosmos Bottling Corp.	3.75	3.75	3.75	3.75	1,000
Ginebra San Miguel Inc.	24	24	23.5	23.5	45,700
Jollibee Foods Corp.	42.5	43	42.5	43	279,300
Pancake House Inc.	3.65	3.65	3.65	3.65	294,000
RFM Corp.	0.75	0.75	0.75	0.75	30,000
San Miguel Corp. A	64	64	64	64	155,100
San Miguel Corp. B	85.5	87	85.5	87	212,300
Phil Tob Flue Cur & Redry	10	10	10	10	1,000
Universal Robina Corp.	17.75	18.25	17.75	18.25	76,300
Vitarich Corp.	0.3	0.3	0.3	0.3	200,000
HOLDING FIRMS					
Atok-Big Wedge Co., Inc.	5.2	5.2	5.2	5.2	5,000
Abacus Con Res & Hdg A	0.007	0.007	0.007	0.007	2,000,000
Ayala Corp.	330	335	330	335	107,730
Aboitiz Equity Ventures	4.75	4.75	4.7	4.75	81,000
Alliance Global Group Inc.	10	10	10	10	10,000,000
Ajo.Net Holdings Inc.	0.023	0.023	0.023	0.023	2,000,000
A. Soriano Corp.	2.12	2.12	2.1	2.1	164,000
APC Group Inc.	0.23	0.23	0.23	0.23	600,000
Alcorn Gold Res. Corp.	0.007	0.007	0.007	0.007	35,000,000
Anglo Phil Holdings Corp.	0.9	0.91	0.88	0.9	1,840,000
Bacnotan Cons Indus Inc.	9.3	9.3	9.3	9.3	87,000
Boulevard Holdings Inc.	0.15	0.15	0.15	0.15	1,300,000
Benpres Holdings Corp.	1.1	1.1	1.08	1.1	4,339,000
Basic Consolidated Inc.	0.2	0.2	0.195	0.195	300,000
CADP Group Corp.	1	1	1	1	60,000
Crown Equities Inc.	0.18	0.18	0.18	0.18	150,000
Southeast Asian Cement	0.32	0.33	0.32	0.33	990,000
DMCI Holdings Inc.	3.25	3.25	3.15	3.15	569,000
Fil-Estate Corp.	0.15	0.15	0.15	0.15	20,000
Filinvest Dev. Corp.	1.22	1.22	1.22	1.22	350,000
First Phil Hldgs Corp.	48.5	49	48	48	2,078,900
House of Investments Inc.	1.04	1.04	1.02	1.02	355,000
Ionics Inc.	1.1	1.1	1.1	1.1	1,000
J G. Summit Holdings Inc.	3.5	3.55	3.5	3.55	486,000
Macroasia Corp.	1.56	1.62	1.54	1.62	282,000
Megaworld Corp.	1.26	1.28	1.26	1.28	3,876,000
Multitech Inv. Corp.	0.23	0.23	0.23	0.23	200,000
Metro Pacific Corp.	0.34	0.34	0.33	0.34	14,170,000
Paxys Inc.	6.1	6.2	6.1	6.2	248,000
Prime Orion Phils. Inc.	0.195	0.2	0.195	0.2	580,000
Prime Media Holdings Inc.	1.08	1.08	1.08	1.08	14,000
Roxas Holdings Inc.	1.26	1.26	1.24	1.24	381,000
SM Investments Corp.	245	250	244	250	140,640
South China Resources Inc.	0.55	0.55	0.52	0.52	220,000
Unioil Res. & Holdings Co	0.075	0.075	0.075	0.075	1,400,000
Uniwide Holdings Inc.	0.13	0.13	0.13	0.13	500,000
MANUFACTURING, DISTRIBUTION & TRADING					
Music Semiconductors Corp.	1.2	1.2	1.2	1.2	71,000
HOTEL, RECREATION & OTHER SERVICES					
Belle Corp.	1.04	1.04	1.02	1.02	6,791,000
Fairmont Holdings Inc.	0.73	0.73	0.7	0.7	170,000
Leisure & Resorts Corp.	1.48	1.5	1.48	1.5	132,000
Premiere Ent. Prod., Inc.	0.32	0.32	0.32	0.32	900,000
BONDS, PREFERRED & WARRANTS					
ABS-CBN Hldgs. Corp.(Pdr)	14	14.25	14	14	85,800
PLDT (10% Pref) Series M	10.75	10.75	10.75	10.75	200
PLDT (10% Pref) Series N	11	11	11	11	1,200
PLDT (10% Pref) Series P	11	11	11	11	4,600
PLDT (10% Pref) Series R	10.5	10.5	10.5	10.5	100
PLDT (10% Pref) Series S	11	11	11	11	1,700
PLDT (10% Pref) Series T	10.5	10.5	10.5	10.5	200
OTHERS					
Centro Escolar University	8.6	8.6	8.6	8.6	30,000
PROPERTY					
Ayala Land Inc.	9.4	9.7	9.4	9.7	5,780,000
Cebu Holdings Inc.	1.1	1.12	1.1	1.1	1,552,000
Cyber Bay Corp.	0.21	0.21	0.205	0.205	800,000
Empire East Land Inc.	0.43	0.43	0.43	0.43	3,040,000
Filinvest Land Inc.	1.36	1.36	1.36	1.36	2,711,000
Keppel Phils. Prop. Inc.	0.8	0.8	0.8	0.8	20,000
Kuok Phil. Properties	0.21	0.21	0.21	0.21	250,000
Philippine Estates Corp.	0.135	0.14	0.135	0.135	740,000
Robinsons Land Corp.	5.9	5.9	5.9	5.9	23,000
Phil Realty and Holdings	0.14	0.14	0.14	0.14	100,000
SM Development Corp.	1.38	1.4	1.36	1.38	70,000
SM Prime Holdings Inc.	8	8	8	8	4,124,000
MINING					
Apex Mining Co. Inc. A	0.96	0.98	0.93	0.93	170,000
Apex Mining Co. Inc. B	0.97	0.97	0.97	0.97	100,000
Abra Mining & Industrial	0.007	0.007	0.0065	0.007	77,000,000
Atlas Cons. Min & Dev't	6.2	6.2	6	6	362,000
Benguet Corp. A	7.8	7.8	7.6	7.6	25,000
Dizon Copper Silver Mines	1.52	1.52	1.52	1.52	170,000
Lepanto Cons Mng. Co. A	0.225	0.225	0.22	0.22	3,010,000
Lepanto Cons. Mng. Co B	0.25	0.26	0.25	0.25	3,070,000
Manila Mining Corp. A	0.019	0.02	0.019	0.019	168,600,000
Manila Mining Corp. B	0.029	0.029	0.029	0.029	50,300,000
Omico Corp.	0.0055	0.0055	0.0055	0.0055	162,000,000
Philex Mining Corp. A	1.4	1.42	1.4	1.4	6,543,000
Philex Mining Corp. B	1.76	1.78	1.74	1.76	8,479,000
Semirara Mining Corp.	28	28	28	28	257,300
OIL					
Interport Res. B	0.0038	0.0038	0.0038	0.0038	2,000,000
The Philodrill Corp. B	0.39	0.39	0.39	0.39	100,000
Petroenergy Res. Corp.	3.85	3.85	3.85	3.85	15,000

	SHARES	VALUE(P)
Bank & Fin Svc	4,796,340	210,223,340.00
Comm'l & Ind'l	169,560,490	1,356,880,970.00
PRO	19,210,000	95,954,010.00
Mining	480,086,300	41,698,980.00
OIL	2,115,000	104,350.00
GRAND TOTALS	675,768,130	1,704,861,650.00
Bank & Fin Svc	633.34	DOWN 0.28
Comm'l & Ind'l	3,290.24	UP 8.60
PRO	813.21	UP 9.11
Mining	2,862.17	UP 4.12
OIL	2.91	UP 0.01
SME	100.00	UNCH 0.00
All Shares Index	1,277.29	UP 4.27
Composite	2,113.60	UP 10.18

NO. OF ADVANCES: 34, NO. OF DECLINES: 41, NO. OF UNCHANGED: 49, NO. OF TRADED ISSUES: 124, NO. OF TRADES: 2,665

CURRENCIES

December 8, 2005 Country	Unit	Euro Equivalent	Dollar Equivalent	Peso Equivalent
United States	Dollar	0.853024	1.000000	53.9250
Japan	Yen	0.007052	0.008267	0.4458
United Kingdom	Pound	1.479570	1.734500	93.5329
Hongkong	Dollar	0.110007	0.128961	6.9542
Switzerland	Franc	0.649428	0.761325	41.0545
Canada	Dollar	0.736190	0.863036	46.5392
Singapore	Dollar	0.506366	0.593613	32.0106
Australia	Dollar	0.638395	0.748391	40.3570
Bahrain	Dinar*	2.263264	2.653224	143.0751
Saudi Arabia	Rial	0.227425	0.266610	14.3769
Brunei	Dollar	0.504867	0.591856	31.9158
Indonesia	Rupiah	0.000087	0.000102	0.0055
Thailand	Baht	0.020665	0.024225	1.3063
UAE	Dirham	0.232273	0.272294	14.6835
Euro	Euro	1.000000	1.172300	63.2163
Argentina	Peso	0.285770	0.335008	18.0653
Brazil	Real	0.391116	0.458505	24.7249
Denmark	Kroner	0.134284	0.157421	8.4889
India	Rupee	0.018464	0.021645	1.1672
Malaysia	Ringgit	0.225697	0.264585	14.2677
Mexico	New Peso	0.081520	0.095566	5.1534
New Zealand	Dollar	0.603356	0.707314	38.1419
Norway	Kroner	0.126170	0.147909	7.9760
Pakistan	Rupee	0.014279	0.016739	0.9027
South Africa	Rand	0.135038	0.158305	8.5366
Korea	Won	0.000826	0.000968	0.0522
Sweden	Kroner	0.106431	0.124769	6.7282
Syria	Pound	0.016433	0.019264	1.0388
Taiwan	Nt Dollar	0.025508	0.029903	1.6125
Venezuela	Bolivar	0.000398	0.000466	0.0251

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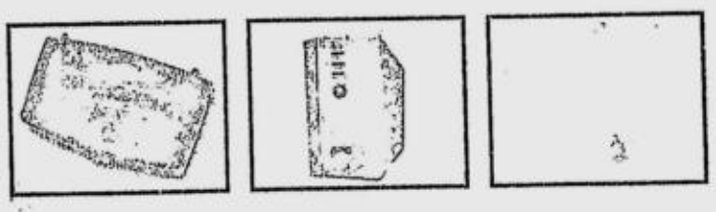

For every Back-UPS purchased this holiday season, P100 will go to the Papa John Center Inc. Street Children Ministry.

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Established in January 1994 and named after Norwegian evangelist John Larsen, Papa John Center Inc. Street Children Ministry is a halfway house for abandoned and neglected children located in the heart of Quezon City. Over 30 young boys and girls in the facility are given temporary shelter, educational sponsorship, family intervention, foster care, spiritual services, income-generating projects and day care/tutorial.

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Intel unveils $230-M plans for SE Asia

Chip maker aims to connect villages across the region

By Christine A. Gaylican

KUALA LUMPUR, MALAYSIA-INTEL CORP. HAS SET ASIDE $230 MILlion to fuel its Southeast Asian expansion over the next two years, company chair Craig Barrett yesterday announced.

Intel aims to expand its facility in Kulim province here, and build additional production facilities in the Philippines and Thailand. The investments will allow the company to engage in product innovations over the coming years.

"Our new investments reinforced the company's long-standing commitment to the region, and this will emphasize that Southeast Asia is part of the company's digital agenda," Barrett said.

He said that the Asian region still remains the largest and the fastest growing market, in terms of sales and marketing of high technology products.

The investments will enable Intel to improve its leasing technology and platform development, in support of a wide variety of Intel products.

Intel is still the world's largest computer chip maker, networking and communications products.

According to Peter Choong, Intel's director for sales and marketing for Southeast Asia, the Philippines and Malaysia have been leading in the field tests of wireless broadband connectivity known as the Wi-MAX.

The Wi-MAX will provide greater broadband connectivity over long-range distances, enabling the delivery of technology to areas previously not served.

"Intel's goal is an integrated region of connected villages, municipalities and countries that enjoy the full capabilities of technology," Barrett said. "This will be achieved through infrastructure enablement and broadband initiatives that are available, accessible and affordable."

Intel is currently in talks with Philippine telecommunication companies Globe Telecoms Inc. and Smart Communications over the conduct of the trials for the new broadband technology.

ICTSI submits highest bid for Guam port

By Clarissa S. Batino

INTERNATIONAL CONTAINER TERMINAL Services Inc., the country's largest port operator, has submitted the highest bid for a 10-year contract to handle cargo operations in the Port of Guam.

"As the preferred bidder, ICTSI will be the first among the three bidders to negotiate an agreement with the (Guam) Port Authority to implement the terms of the proposal," the company said in a disclosure.

ICTSI, a company controlled by Enrique Razon, said it had formed a new unit called Guam International Container Terminal Inc. for this project.

The company operates the Manila International Container Terminal. It also has projects in Poland and Brazil.

A subsidiary called Madagascar International Container Terminal Services Ltd. will invest more than $30 million (roughly P1.65 billion) in a port project in Toamasina, Madagascar.

In October, ICTSI formed a joint venture company with Australia-based Anglo Ports Pty Ltd for a A$200-million investment in potential terminals such as Sydney's Port Botany, the Port of Melbourne, and the Port of Fremantle in Western Australia.

Razon, company chair and president, said in earlier reports that ICTSI had also submitted bids to operate certain ports in Yemen and Nigeria. He said opportunities in China and Japan were also being considered.

In the meantime, ICTSI grew its profits by 14 percent at P405 million in the third quarter from P355 million in the same period in 2004 due to robust contributions from its international operations.

ICTSI said foreign operations contributed 42 percent of the third quarter's consolidated net income, higher than the 34 percent share in July to September of 2004. It suffered a net loss in the third quarter of 2003.

ICTSI handled consolidated volume of 459,613 twenty-foot equivalent units or TEUs during the third quarter, down by about 5 percent from the 481,453 TEUs in the same period last year.

Razon was quoted in reports after ICTSI's stockholders' meeting months ago that the North American markets weren't very attractive for the company's expansion strategy.

"The margins for North America are not as attractive as Asia. We're looking at a couple of things there but it's not as profitable," Razon was quoted as saying.

In Manila, ICTSI said it had broken for the fourth straight year the one million TEU-mark at the Manila port. Since it started operations at the Manila International Container Terminal in 1989, it had already handled over 13 million TEUs.

A TEU is a measure of containerized cargo equal to a standard size of 20 foot length of 8 ft. width and 8.5 ft. in height.

ICTSI said that it broke the one-million TEU mark earlier this year compared to 2004, a trend, which it said reflected the steady growth in volume at the Manila port.

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Investment Funds of Wealth Builder and Wealth Secure	UNIT PRICES (in Php)	
	Dec. 5, 2005	Nov. 28, 2005
Fixed Income Fund	1.084890	1.079041
Balanced Fund	1.075785	1.072389
Equity Fund	1.055951	1.058231

These investment funds are specific to variable life insurance contracts and are not considered mutual funds. Life insurance products are regulated by the Insurance Commission.
The weekly unit prices are also available at www.insularlife.com.ph.

PRULINK — Investments of Variable Life Insurance Contracts	PRU LIFE U.K. Current Week Dec. 06, 2005	Last Week Nov. 29, 2005
Bond Fund - Peso	1.31764	1.31309
Managed Fund - Peso	1.43942	1.43771
Growth Fund - Peso	1.11477	1.12095
Bond Fund - US Dollar	1.1880	1.2002

* Note: These investments of variable life insurance contracts are not mutual funds. Life insurance products are regulated by the Insurance Commission

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DOTC told to ready terms for MRT-7 challenge

Subsidy issue between gov't and proponent now settled

MALACAÑANG HAS ORDERED THE Department of Transportation and Communication to prepare the terms that will govern next year's Swiss challenge for Universal LRT Corp.'s P1.23-billion unsolicited proposal for Metro Rail Transit-7, a transportation official said.

Interested investors will be given the opportunity to present proposals better than the bid of Universal LRT in the first semester of 2006. However, the original proponent has the right to match the best bid.

The Cabinet-level Investment Coordination Committee is scheduled to give its final decision on the proposal of Universal LRT on Dec. 14. The company had proposed to build a 22-kilometer integrated mass transport system from San Jose in Bulacan to North Edsa, dubbed the MRT-7.

The project includes a 174-hectare real estate development, the construction of a 22-km road in Bulacan and of a 20-hectare bus and train depot also in Bulacan.

The SM Group owns 60 percent of MRT-7's real estate venture and 25 percent of the railway project, according to Eli Levin, president of the consortium.

Universal LRT grouped several local and foreign companies, including Siemens, Alstom, China Railway 18, EEI Corp. of the Yuchengcos and Merlin Capital of the Tong family. George Go of Equitable PCI and exporter Sergio Ortiz-Luis are directors of the company.

Levin said the consortium finally hurdled sensitive issues involving government subsidy and was now preparing for next year's Swiss challenge.

In the absence of other bidders, the government will award the final contract to MRT-7 and the consortium can complete its financial closing by next year, a DOTC official noted.

"This is a vital transport project especially with the growing congestion of major roads in Metro Manila," said Levin in an interview.

The transport cum real estate project will create 23,000 jobs in 25 years.

Levin said groups opposing the project were given until Dec. 14 to file their objections. "It is better for the Senate and the Congress to investigate now, if they plan to, rather than later."

But some form of government subsidy is inevitable in a project like MRT-7, which is committed to charge the same fares as the existing LRT Lines 1 and 2 and MRT 3.

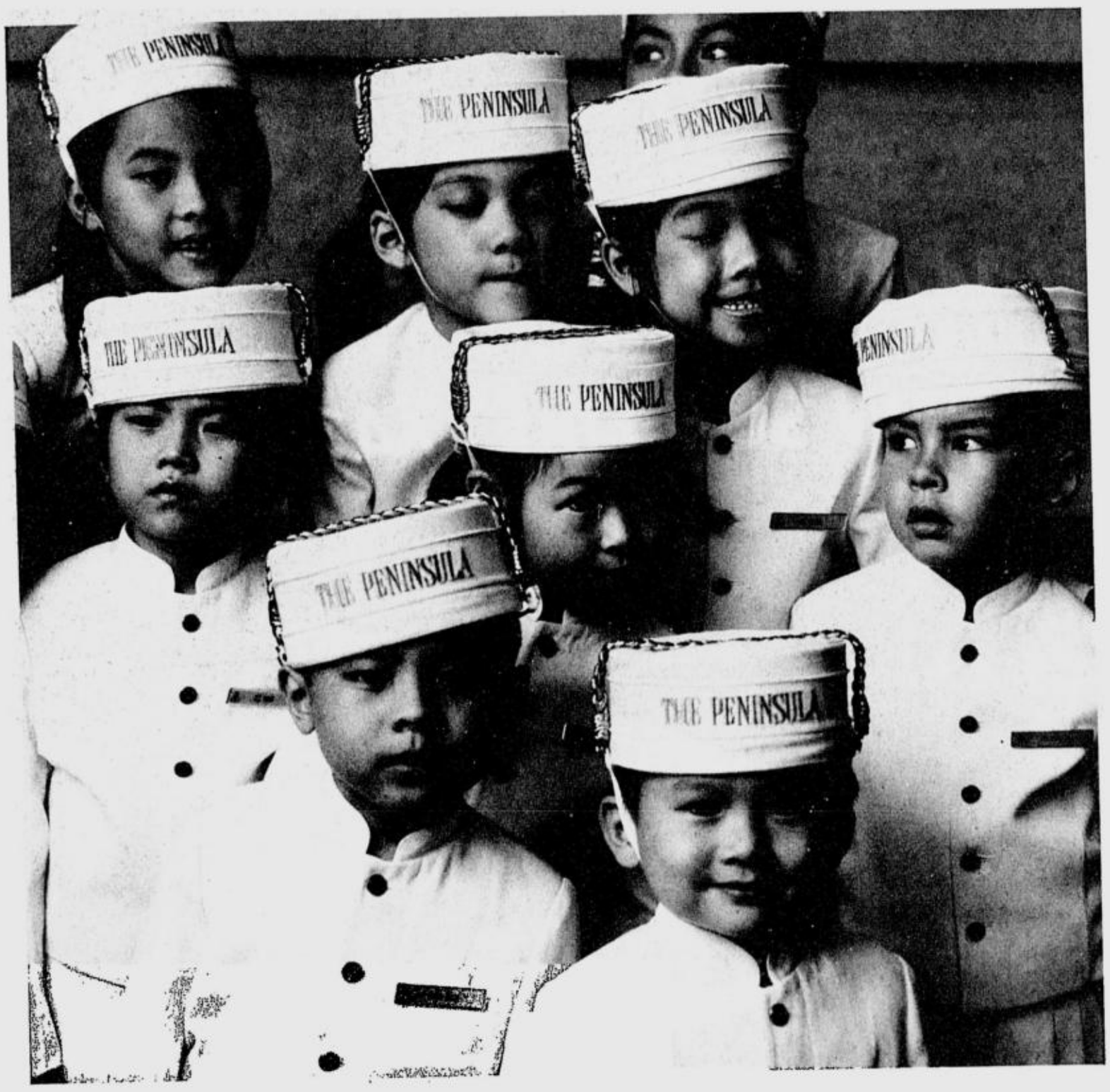
"The real estate venture will subsidize the railway operations," said Levin.

"If we charge the economic fare it will never fly." Based on MRT-7's proposal, it will charge a fare of P20 per passenger, much lower than the "economic fare" of P80.56 each.

Universal LRT wants the government to shoulder the payment for $900 million worth of loans over a 15-year period. All operation and maintenance cost will be shouldered by the consortium.

The government, said Levin, would not shell out anything while the railway has not started operations. Construction will commence upon financial closing and will take three to four years.

Once the ICC had given its final approval, Universal LRT will initiate talks with the International Finance Corp. on how the World Bank arm would invest in or lend to the project.



Rice row threatens Asean-South Korea free trade deal

KUALA LUMPUR—A ROW OVER ASIA'S STAple food, rice, is threatening to scuttle a proposed free-trade deal between the Association of Southeast Asian Nations (Asean) and South Korea, which wants to protect the key sector from tariff cuts.

Talks hit a snag when Thailand gave notice it would not join the pact as long as it excluded rice from the list of goods facing tariff cuts, according to senior officials preparing for regional summits here next week.

Thailand is the world's biggest rice exporter, followed by Vietnam.

Under the proposed Free Trade Agreement (FTA), South Korea and Asean's six more advanced countries—Brunei, Indonesia, Malaysia, the Philippines, Singapore and Thailand—would abolish tariffs on 80 percent of traded goods by Jan. 1, 2009.

Asean's less developed members—Cambodia, Laos, Myanmar and Vietnam—would comply by 2017.

The proposed accord specifies that South Korea and each Asean country could choose 40 items that could be excluded from tariff reductions, provided the exclusion list does not exceed 3 percent of total trade.

A senior Southeast Asian trade official told AFP that rice was an "emotional issue" for Asia, the world's biggest producer and consumer of the commodity.

"In my mind these are all national prerogatives. The beauty of it is Thailand is not saying 'I will smash this deal.' Thailand is saying 'help me to get on board the deal.' That's why we support them," the official said.

Farmers in South Korea typically depend on rice for about half their income, which is well below that of their urban peers. Annually, the government buys up one third of the rice crop as growers produce more than the Asian tiger economy needs.

Thailand reportedly told South Korea it wanted concessions if Seoul stood firm in protecting its rice market.

"Thailand is saying: 'If we let you protect your rice market, give us some concessions,'" said the trade official, who asked not to be named. "That is where the arm-wrestling is. I've heard it's still hard-bargaining." He said Vietnam had also raised the same problem with South Korea, but this had been settled when Seoul granted some concessions on industrial goods.

"In other words, Vietnam said, 'can you give me something in return so I can pacify my constituents' ... I think they're done already." Lee Tae-ho, deputy director general of South Korea's FTA bureau, said however that it was unlikely Seoul would change its position.

"We are trying our best. They (Asean) have their own concerns, we have our own concerns," he told reporters. "It is up to the negotiators to reach an agreement at the final stage." Lee said the South Korean trade minister will meet with his Southeast Asian counterparts ahead of the Asean and East Asian summits being held from Dec. 12-14 in Malaysia.

Asean Secretary General Ong Keng Yong said the regional block was behind Thailand. *AFP*

Alyansa ... From page B2

crease our tariffs unless developed countries sufficiently decrease their subsidies.

Knowing this unfairness, 20 developing countries (G20) at one time agreed only to a maximum 2.5-percent cut annually for 10 years.

Similarly, in all areas where we do not have a level playing field, we should not agree to bound tariff rates where today we have none. Thus, we can retain our flexibility in setting tariffs appropriate to our unique situations. This is especially important for fisheries, where both the livelihood of our poorest sector and the ecological balance needed by our future generations are at stake.

Conclusion

The Alyansa has been consistent in its advocacy for fair, rather than free, trade. This year is the first time the DA has officially formed a panel of private sector advisers, which will have access to the negotiating rooms. The panel going to Hong Kong next week is composed mostly of Alyansa Agrikultura leaders, such as Jaime Tadeo for rice, Butch Umengan for corn, Albert Lim for swine, and Gregorio San Diego for poultry, Arcenio Tanchuling for fisheries, and John Kim for vegetables.

I, myself, will serve on both the agriculture and industry panels. Industry has common cause with agriculture in not agreeing to lower tariffs where the playing field is not level. As Meneleo Carlos and Jess Arranza, Federation of Philippines Industries (FPI) chair and president respectively, say: "Our industry has 'negative' subsidies, which other countries are not burdened with. These include poor infrastructure, and extraordinarily high electricity and fuel costs".

In this common endeavor, the Alyansa will join hands with the FPI and the government in working for fair rather than free trade. However, we must always remind ourselves that even as we work hard for a fair deal, we must know that if we fail, no deal is better than a bad deal.

(For inquiries and suggestions, email agriwatchphil @ yahoo.com or telefax 8516635)

CHRISTMAS CONCERT AT THE PEN 2005

Welcome the festive season with the 22nd year of Christmas Concert at The Pen with the Philippine Philharmonic Orchestra performing a beautiful program of festive music under the baton of guest conductor Maestro Ruggero Barbieri. Then listen to the songs of the holidays as special guests Vienna-based soprano Camille Lopez, Philippine Children's Choir from Mandaluyong and the University of the Philippines Concert Chorus bring to life well-loved carols that reflect the true spirit and meaning of Christmas.

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The Leading Hotels of the World

Ayala electronics arm eyes foreign listing ...

By Elizabeth L. Sanchez

INCHING CLOSER TO ITS GOAL OF BECOMING a major player in Asia, Ayala-led Integrated Microelectronics Inc. (IMI) plans to list its shares on the stock markets of either Singapore, Japan, United States or Hong Kong in the next two to three years.

The plan to list shares abroad was boosted by the firm's recent merger with a Singaporean power electronics firm.

In a press conference yesterday, company president Arthur Tan said that "opportunities have opened up in the region" after IMI completed its merger with Singapore-based electronics manufacturing service (EMS) provider Speedy-Tech Electronics Ltd. last Dec.6.

Tan said IMI is still looking at a possible listing on the Philippine Stock Exchange (PSE) or a "very close Asian neighbor".

Industry sources said, however, that IMI is lukewarm to a local listing and keener on an foreign initial public offering.

Speedy-Tech, itself a listed company on the Stock Exchange of Singapore, will be delisted between December 13 and 20, opening a window for IMI to take its place in that bourse or in other international markets.

Tan said IMI is studying a possible listing in Japan since this is the firm's biggest market.

An IPO in the US is also an attractive option since IMI acquired US patents after its purchase of the electronics manufacturing assets of California-based Saturn Electronics & Engineering (Tustin) Inc. and its Philippine subsidiary Saturn Electronics Philippines, Inc.

The Hong Kong bourse is also another prospect because of its proximity to the Chinese production facilities of Speedy-Tech, which also operates plants in Singapore and the Philippines.

Propelled by its merger and new customers, IMI expects to grow its revenues to $500 million by 2008 from $110 million in 2004. As of October this year, total revenues have already hit $160 million.

IMI is also looking at further expanding its production facilities in China and the Philippines.

IMI funded its $106-million merger with Speedy-Tech with an $80-million loan from banks and internally generated cash.

Even after its merger with Speedy-Tech, IMI is still scouting for new acquisitions in Asia.

IMI had said its merger is a significant step towards forming a strong mid-sized electronics manufacturer in the Asia-Pacific region. The merger will also allow both firms to leverage each other's strengths in their respective markets and gain access to a broader and more diversified customer base. The increased scale of operations will better position the merged entity to secure larger and more attractive outsourcing contracts from both existing and prospective customers.

Based on the latest 2004 audited financial results of both Speedy-Tech and IMI, the merged entity would have combined revenues of roughly $265 million and profits of about $30 million.

Macquarie Securities (Asia) Pte Limited is the financial adviser to IMI. DBS Bank Ltd is the financial adviser to Speedy-Tech, while CIMB-GK Securities Pte. Ltd. is the independent financial adviser to the Speedy-Tech board.

IMI is 78.7-percent owned by Ayala Corp. It has manufacturing facilities in Laguna and Cebu, as well as engineering and design centers in Alabang and in Tustin, California. Speedy-Tech, on trhe other hand, has three production facilities in China, one in Singapore, and one in Cavite.

... As parent firm readies power sector investments

EXPLORING THE POSSIBILITY of entering the energy sector, Ayala Corp. has formed Michigan Power Inc., a special purpose company oriented toward power sector projects.

In a disclosure to the Philippine Stock Exchange yesterday, Ayala managing director Renato Marzan said the establishment of Michigan Power was "part of the company's study to explore potential investments in the power sector."

The special purpose firm's incorporation papers had already been filed with the Securities and Exchange Commission, he said.

Earlier in the year, Ayala treasurer and chief finance officer Delfin Lazaro told the INQUIRER that the potential of the power sector aroused the conglomerate's interest.

He said the group's primary objective, however, is to support the government's privatization efforts.

"We are looking at government energy assets scheduled to be privatized," he said. "Ayala has not arrived at any concrete decisions, even the decision to bid for any particular asset. We have simply included energy as one area to consider in our plans to grow the business."

Although it has yet to set a concrete acquisition plan for its foray into the power sector, a well placed source earlier said that Ayala had expressed interest in participating in the privatization of the Philippine National Oil Co. Energy Development Corp.

Other local firms eyeing PNOC-EDC are Aboitiz Equity Ventures, Trans-Asia Oil and Energy Development Corp. and Salcon Power Corp., all of which have existing power sector investments.

The Ayala group said all aspects of the power business, including generation and transmission, are being explored and reviewed.

The group is also monitoring developments in the yet-to-be-implemented wholesale electricity spot market to enable it to prepare for the implications of the electricity bourse on its overall business, should it decide to plunge into the power industry.

Abigail L. Ho

Seaoil to expand in '06

By Abigail L. Ho

WITH OIL PRICES STABILIZING and the expanded value-added tax (VAT) law already implemented, Seaoil Petroleum Corp. has lifted its investment moratorium, earmarking close to P300 million to put up 26 stations in next year.

Seaoil president Glenn Yu said the company would again be investing to expand its current 119-station network nationwide in 2006.

Each station would cost around P10 million, bringing the oil firm's potential capital outlay to at least P260 million, he said.

Of the 26 new stations, he said 15 would be in Luzon, four in the Visayas and seven in Mindanao.

"We're seeing stable oil prices next year and we also see a very stable outlook for the country," he told reporters.

Seaoil's new investment would only cover the establishment of new stations. Yu said the oil firm's existing depot in Mandaluyong, which had a capacity of 20 million liters, is still sufficient, so no depot expansion is needed at this time.

In the past years—except last year and this year, when it imposed a moratorium on new investments—Seaoil had been spending between P200 million and P300 million to strengthen its branch network.

Seaoil imposed a moratorium on new investments during the last two years due to high operating costs.

Yu said in an earlier interview that Seaoil had already set aside P100 million last year for the expansion that was deferred. The oil firm would tap that amount without the need for additional cash infusions.

"Our 2004 capex was already set. We will continue those [projects] that we've already committed to do. But we're not adding to that," he said.

SEC OKs IPO ...

From page B4

First Gen will use the proceeds of the IPO to power its bid for big-ticket generation assets of the government which are up for bidding, improve existing facilities, expand capacity, or develop new projects.

First Gen is studying the possibility of bidding for the government's combined 700-megawatt (MW) geothermal complex in Tiwi , Albay, and in Laguna and Batangas provinces.

Industry sources said First Gen had already secured necessary documents from the Power Sector Assets and Liabilities Management Corp. (PSALM)—the government agency tasked to undertake the sale of the country's idle power generation assets—for evaluation.

Sources added that the bidding might take place in December although this could not be immediately confirmed with PSALM.

Last September, PSALM issued an invitation to investors for the bidding of the government's geothermal complex consisting of the 275-MW Tiwi power plant located in Tiwi, Albay, and the 425.73-MW MakBan power plant in Laguna and Batangas.

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Vegetable industry woes up in WTO meet

LA TRINIDAD, BENGUET—THE PROVINCE'S vegetable industry leaders hope that next week's 6th ministerial conference of the World Trade Organization (WTO) in Hong Kong would tackle the woes of local farmers whose livelihood has been affected by globalization.

Vegetable importation and the non-implementation of protection measures were just some of the concerns that continue to hurt the vegetable industry, said Board Member John Kim.

"There are 19 issues to be discussed in the forum. We hope that we will be given a venue to present our position on the economic impact of trade liberalization on the province's vegetable production," Kim said.

Kim, the provincial board's committee chair on agriculture, was named by the Department of Agriculture as a member of the official team of advisers for the Agriculture and Trade departments for the conference set Dec. 13 to 18.

The conference will gather 149 WTO member countries to thresh out issues on international trade that have been left hanging following the collapse of the 5th ministerial conference in Cancun, Mexico in 2003.

The conference will discuss tariff reduction measures that local vegetable farmers are expected to observe, Kim said.

Developments in the international trade as envisioned by the WTO would impact on the local vegetable industry whose contribution to the country's agricultural economy cannot be discounted, he said.

Kim said there were four issues that needed to be addressed in the forum since they directly affect local vegetables -- government subsidy to farmers, tariff reduction, market access and sanitary and phytosanitary standards (SPS or standards on cleanliness and on the presence of pests and diseases in the produce).

The province is home of the country's semi–temperate vegetables like potatoes, cabbage, carrots, broccoli, celery, cauliflower, pepper and lettuce.

The year-round production of these vegetables has given life to 40,000 families or 322,000 farmers who produce 75 percent of the country's vegetable needs.

But the importation of vegetables, both legal and illegal, has hurt the market for local vegetables, Kim said.

He said the problem is expected to worsen once tariffs on imported vegetables reach the zero level as mandated by the WTO.

The country imported 40,419 metric tons of fresh vegetables from 1991 to 1994.

This increased to 101, 659 metric tons from 1995 to 2001.

Kim said the local vegetable industry has lost millions of pesos in failed transactions due to the entry of imported vegetables.

He said the WTO must consider the plight of the local vegetable industry by ensuring a uniform rate of tariffs and the elimination of government subsidies to farmers in other countries.

"Our farmers do not enjoy these subsidies," he said. *Delmar Cariño, PDI Northern Luzon Bureau*

THE DELEGATION of Filipino farmers headed for Hong Kong for the new ro from Benguet and other parts of the Cordillera. They have been farming the possibility of losing their centuries-old trade due to "unfair trade practices"

Transco sees power lack in Mindanao

ORTIZ

DAVAO CITY—THE National Transmission Corp. (TransCo) expects a power outage to hit Mindanao in 2008, unless new power generating plants are built on the island.

Transco president Alan Ortiz described 2008 and 2009 as "critical" years for Mindanao, if government would not act on the urgent need to build new hydro power plants or rehabilitate existing aging plants.

Ortiz said the global standard power surplus is pegged at 20 percent of generation to avoid a power shortage.

"At present, the country has a grid code (power surplus) of 13.2 percent, which is not even achieved in Mindanao," Ortiz said. "We [will remain] below the normal standard unless somebody will invest in power plants in Mindanao."

Dominador Geonzon, Transco vice president for project management, said Transco was looking at a shortfall of 100-150 megawatts (MW) in 2008, which will translate to power interruptions of two to three hours a day.

He said Mindanao was faced with a power shortage due to the increasing demand for electricity in the region.

Geonzon said that unfortunately, foreign investors were not so keen on venturing into the power industry in Mindanao because of the huge capital required.

Geonzon said TransCo was considering tapping power from Leyte through the Mindanao-Leyte power connection as a quick solution to meet rising demand.

He said TransCo has also informed Congress of the need to privatize all geothermal plants owned by the National Power Corp. (Napocor) to provide Mindanao with the additional power.

He said privatizing Napocor would also help raise the budget needed to connect the Mindanao grid to the Visayas network. *Judy Quiros, PDI Mindanao Bureau*

Investments in Mindanao down in Q3

DAVAO CITY—INVESTMENTS IN SOUTHern Mindanao slowed down in the third quarter of the year due to lingering concerns over peace and order and security.

Merly Cruz, Trade and Industry director for the region, said the majority of foreign investors have instead poured their money in Luzon and Visayas.

But while investments in Region 11 slowed down, Cruz said Davao City's economy recovered during the period due to its improving peace and order situation.

Cruz attributed this to Mayor Rodrigo Duterte's aggressive stance against criminals.

"The peace and order situation in Davao City is a big factor [behind] improved investments," she said.

Cruz said she was bullish about the region's economy next year with eight industries showing impressive performances.

"The strength of the region's economy lodges on the local executives' efforts to improve the business environment," Cruz said, "Local leaders are learning so fast in relation to improving the localities' economy."

Bienvenido Cariaga, president of the Davao City Chamber of Commerce and Industry Inc. (DCCCII), said business in Mindanao generally slowed down because people do not have enough money to buy goods due to high oil prices.

Cariaga said that for business to thrive next year, there should be a major political change in the country. *Judy Quiros, PDI Mindanao Bureau*

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WTO faces tough talking in Hong Kong

EU-US impasse on much criticized farm subsidies takes center stage

und of WTO talks will include indigenous Filipinos ir lands and terraces for centuries and they face the dominating world agriculture. EV ESPIRITU

HONG KONG—THE WORLD TRADE Organization (WTO) meets here next week to salvage a deal to liberalize global trade blocked by an EU and US impasse on cutting massive farm subsides that critics say hurt the poor most.

Preparatory talks have produced only a series of 'you first' trade offers and no basis for an overall deal whereby the developed world would open its agriculture markets in return for free access in the developing world for its industrial goods and services.

The main protagonists—the European Union and the United States along with India, Brazil and Japan—have accordingly downgraded expectations, saying the Hong Kong meeting should keep the Doha Round on course while leaving a final accord for next year.

At the same time, nearly all parties agree on the need to agree on at least something, most likely measures to achieve development goals such as poverty reduction which would be relatively uncontroversial.

That would avoid a repeat of the Cancun, Mexico debacle in 2003, when the Doha Round negotiations nearly ran into the sands, and ensure some momentum for the further talks in 2006, when an accord must be reached.

Meeting at the weekend, the Group of Seven industrialized countries called for significant progress on "reducing trade-distorting domestic support (and) ... eliminating all forms of export subsidies in agriculture."

Additionally, and perhaps more realistically, the "opportunity must be seized to make progress through agreeing a comprehensive development package that addresses the concerns of developing countries," a G7 statement said.

The stakes are high by any count, with the World Bank estimating that a Doha accord could boost the global economy by some $300 billion annually through an expansion in trade which it is argued will benefit all.

That is the theory, but the devil is in the details as broad statements of support for the process soon get bogged down in the more mundane but difficult question of who gets what and when?

Washington is the main exponent of the unqualified free trade agenda, in keeping with its own experience and ideology.

"The United States will continue to push for substantial improvements in market access in agriculture, manufacturing and services because this will generate the most benefits for development, including poverty reduction," US Trade Representative Rob Portman said after the G7 meeting.

The Doha Round "can generate global growth and reduce poverty but only if we achieve a high level of ambition in all areas of the negotiation," he added.

For its part, France, pilloried as a champion of farm protection at the expense of a possible agreement, says an accord on agriculture tariffs may not necessarily help the poorest nations, its supposed aim, but instead benefit those developing countries that already have strong farm sectors.

Then there is the temptation that in the absence of a global accord, many countries will opt for bilateral Free Trade Agreements (FTA), in effect bypassing the multilateral trade system, a process already underway in Asia. *AFP*

Asian stocks down, gold up

SINGAPORE—GOLD SOARED TO A 24-½ year peak on Thursday as funds poured money into commodities, and Asian stocks fell while the dollar held below a 32-month high against the yen.

Oil made slight gains above $59 a barrel, after falling on Wednesday when US inventory data showed unexpectedly healthy supplies and ended its latest rally above the $60 mark.

Asian share markets were lower, with Tokyo's Nikkei ending the morning session down 0.5 percent. MSCI's index of non-Japan Asian shares was 0.4 percent lower at around noon yesterday.

"The Nikkei is firmly supported by gains in chip-equipment makers. That's mainly because of favorable news from Texas Instruments," said Susumu Abe, manager at Mito Securities' information and investment department.

Taiwan's benchmark index fell 0.7 percent, led by banking shares such as Chinatrust, which was down 6.9 percent as lawmakers prepared to pass legislation capping interest rates on credit cards.

Spot gold was trading around $517.20 an ounce, after earlier touching $517.90, its highest since April 1981.

Inflation worries have boosted demand for the safe haven metal, pushing gold to multi-year peaks in recent days.

Seoul shares fell 0.3 percent after South Korea's central bank unexpectedly raised interest rates for the second time in three months.

Hong Kong's Hang Seng was 0.5 percent lower, Singapore's Straits Times shed 0.1 percent and Australia's S&P ASX 200 traded 0.3 percent lower.

Japanese government bond futures climbed for a third straight session as stock indexes retreated. Benchmark 10-year yields were unchanged at 1.535 percent. *Reuters*

Piracy rampant, report reveals

AMSTERDAM—SOFTWARE PIRACY IS RAMpant and hampering economic growth, and it is increasingly in the hands of organized groups which are regarded as legitimate businesses in some countries, a survey said on Thursday.

The global piracy rate is currently around 35 percent, coming down only 1 percent a year, research group IDC found in a study commissioned by the Business Software Alliance (BSA) which represents around 50 software firms.

"A key trend over the last two or three years is organized piracy which has become a legitimate business in some countries," said Duncan Brown, IDC's consulting director.

The study, covering 70 countries which represent 99 percent of the world's information technology spending, said that a worldwide reduction of software piracy by 10 percentage points to 25 percent could generate 2.4 million jobs and $400 billion of economic growth.

The battle against software piracy has been relatively successful over the last 15 years, with the piracy rate in Europe dropping to 35 percent from almost 80 percent in 1992 when the European authorities adopted special legislation.

Still, a 35-percent piracy rate is more than 20 times higher than the percentage that retail stores lose through shoplifting, said Beth Scott, European vice president for the BSA.

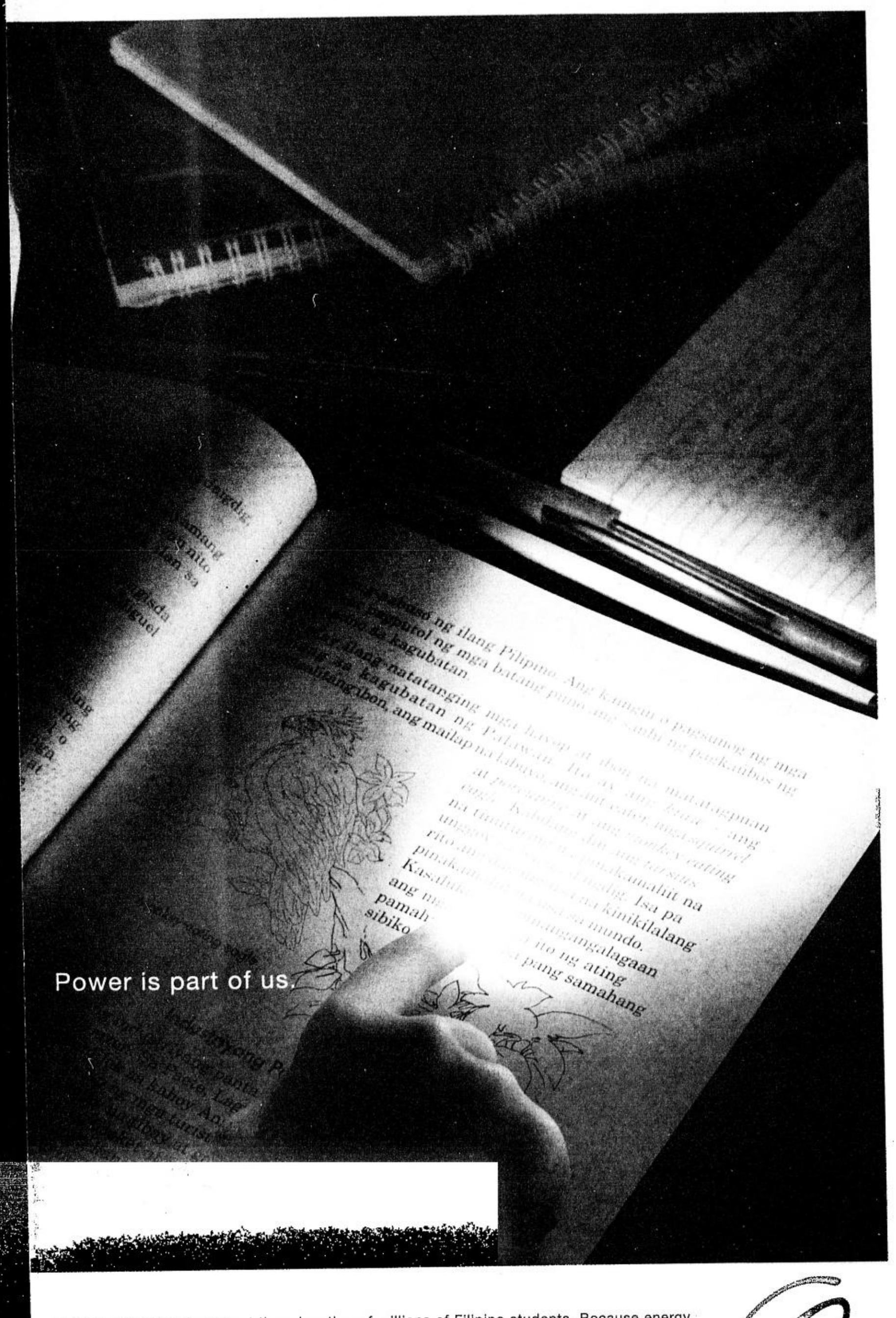
While software pirating "steals" a copy and therefore differs from stealing material goods, it has a real effect on the economy by cutting revenues and limiting software companies' ability to invest in products, she said.

"Some companies know they are losing 40 percent of their business. If they could recoup that, they could employ more people," she said.

Dominique Pouliquen, chief executive of French image-based creation software firm Realviz estimates it misses out on as much as 50 percent of sales.

"Without piracy we could increase revenue by 30 to 50 percent. At the very least, this would mean that there would be fresh funds available for investment to hire 7 to 10 additional staff in research and development," he said.

At its worst, piracy runs as high as 90 percent in China and 87 percent in Russia. The United States has a modest 21 percent piracy rate. *Reuters*



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Development Bank of the Philippines

INVITATION TO BID

The Development Bank of the Philippines will receive sealed bids on December 16, 2005, 2:00 p.m., 2nd Floor of the DBP Head Office, Sen. Gil Puyat Ave. cor. Makati Ave., Makati City for the following properties on CASH BASIS:

CODE NO.	DESCRIPTION	AREA (SQ.M)	LOCATION	FLOOR PRICE
REAL ESTATE				
METRO MANILA				
PFGT1	House and Lot (TCT No. 379263)	177	Lot 14 Blk. 25, Vista Verde North Executive Village, Caloocan City	P 863,500.00
PFGT2	House and Lot (TCT No. T-98031)	42	Lot 4 Blk. 8, Selina St., Villa Jacinta Townhomes, Brgy. Pulang Lupa Dos, Las Piñas City	P 795,500.00
BULACAN				
PFGT5	House and Lot (TCT No. T-456046 (M)	240	Bo. Sta. Clara now Bo. Lalakhan, Sta. Maria	P 434,600.00
CAVITE				
PFGT3	House and Lot (TCT No. T-1109644)	104	Lot 3 Blk. 11, Redwood St., Acacia Homes, Bangkal, Dasmariñas	P 417,600.00
PFGT7	House and Lot (TCT No. T-884424)	193	Lot 13 Blk. 7, Palo Alto St., Habay 1, Bacoor	P 772,000.00
PFGT8	House and Lot (TCT No. T-645759)	164	Lot 44 Blk. 2, Juliard Homes II, Medicion 1st, Imus	P 834,000.00
MISAMIS ORIENTAL				
AM-JA-300	Institutional lot with school buildings, & other structures, office equipment, furniture & fixtures	35,046	Bo. Barra, Opol	P 36,151,800.00
ORIENTAL MINDORO				
PFGT6	House and Lot (TCT No. T-133546)	353	Lot 29 Blk. 5, G. Lopez Subd., Brgy. Nacoco, Calapan City	P 673,800.00
PAGADIAN				
PFGT4	Residential Lot (TCT No. T-29606)	298	Lot 4 Blk. 3, Sto. Niño District, Pagadian City	P 476,800.00
RIZAL				
AM-CP-301	Four (4) contiguous parcels of land (TCT Nos. M-111034, M-111036, M-111037 & M-4200) with recreation center/cockpit & other improvements	66,062	Bo. Bulac, Teresa	P 48,845,700.00
CHATTELS				
AM-EL-299	M/V "Super 85", an 85-footer motorized passenger ferry vessel, twin engine, twin propelled Catamaran type, 185 persons capacity with machinery and navigational equipment, presently berthed at Brgy. Kabilang Gulod, Puerto Galera, Oriental Mindoro			P 6,400,000.00
PFGT9	1.3 GX 4-Door Nissan Sentra Sedan Model 2003 color silver, manual transmission, power steering, gasoline fuel with Plate No. XLL 205 at DBP inner court			P 430,600.00

BIDDERS ARE REMINDED:
1. To inspect the properties to determine their actual condition before the bidding;
2. To submit in DBP's official bid form available at the AMD-Acquired Assets, Ground Floor, DBP Head Office during office hours; and
3. To be on time. No bids will be accepted once unsealing of the bids commences. The sale shall be subject to other terms and conditions which may be imposed by the Bank.

DBP RESERVES THE RIGHT TO REJECT ANY OR ALL BIDS, TO WAIVE ANY FORMALITY THEREIN, OR TO ACCEPT SUCH BIDS AS MAY BE CONSIDERED MOST ADVANTAGEOUS TO THE BANK. THE DECISION OF THE BANK IS FINAL AND BINDING.

For inquiries, please call telephone numbers: 892-1566 / 893-7172 or 818-9511 local 2158 / 2159 for Code starting with AM and 815-1608 or 818-9511 local 2715 for PFGT.

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(PDI – December 9 & 10, 2005)

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(In Compliance with R.A. 7041)

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Interested applicants should submit an applications within ten (10) working days from the date of this publication to the Administrative Division, at the above address, the following requirements pursuant to Office Order No. 49-05.

1. A letter stating the position applied for;
2. Duly accomplished Personal Data Sheet (Civil Service Commission Form 212);
3. "1x1" picture (colored);
4. Bar/Board Rating or CSC Certificate of Eligibility;
5. Transcript of Records;
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9. Statement duly signed by the applicant as to any relative(s) within the fourth degree of consanguinity or affinity, currently employed with the Office of the Ombudsman.

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PUBLIC NOTICES

AUCTION SALE

NATION Pawnshop, Inc.
Pob. Mayc. Bulacan will auction unredeemed pledges of JUNE '05 on DEC. 22, '05 10am - *Lanuza & Sons (PDI - DEC. 22, 2005)*

PUBLIC NOTICES

LEGAL NOTICE

Notice is hereby given that estate of the late Gaudencio S. Aquino was extrajudicially settled by his widow and his children executed last November 18, 2005 before Notary Public Atty. Azucena E. Lozada who recorded the same in her notarial register as Doc. No.413 Page No.84 Book No.IV Series 2005.
PDI-Nov.25, Dec.2 & 9, 2005

Notice is hereby given that the estate of the late LOURDES PEREZ-DEL ROSARIO has been extrajudicially settled by her heirs as per Doc #207, Page 42, Book 38, Series of 2005 before Notary Public Marietta S. Rivera-Gesta of Marikina City.
(PDI-Dec. 2. 9 & 16, 2005)

NOTICE OF LOSS

Notice is hereby given that Wack' Golf & Country Club Stock Cert. No. 675, Serial #1494 issued to Fortunato P. Aguas has been misplaced & cannot be located. If no contest received new cert. will be issued. (PDI- Dec. 2, 9, & 16 2005)

PERSONAL

HOLY SPIRIT, THANK YOU!
ST. CLAIRE, THANK YOU!
Thank You Holy Spirit
From Eric & Oda Del Rosario Family

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Venture Capital Required, Australian Co. investment required 200,000 U.S. Very High Returns. Manufacturing Industry in the Philippines or Asia would be an advantage. 20% Share holding offered to the right investor. Our rep will be in Manila until 8th Jan. 2006. For further details contact BRETT on +61 298924277 or Email to saferack@optusnet.com.au

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†

Ayala Foundation, Inc.
fondly remembers its founder

Mercedes Zobel McMicking

who lived life to the fullest
and touched lives along the way.

She peacefully joined our Lord
on the 3rd of December, 2005
in Sotogrande, Spain, at the age of 98.

Please join us in prayer for the repose of her soul.

The funeral mass will be held on Saturday, December 10, 2005,
at 8:15 A.M. at Santuario de San Antonio Parish,
Forbes Park, Makati City.

"I am the Resurrection and the Life. He who believes in Me will live, even though he dies, and whoever believes in Me will never die."

Jn 11:25-26

God has called Home our beloved Mama at the age of 79.

Divina Baleva Vda. de Salcedo

(March 18, 1926 – December 8, 2005)

Her remains lie in state at Premiere 1 Loyola Memorial Chapel, Guadalupe, Makati; Interment will be on December 11, 2005 at Loyola Memorial Park, Marikina at 3:00 p.m.

Please pray for her eternal repose. With much gratitude for her bereaved family:

Children: **Marigin** (abroad), **Bernard** & **Neri**, **Malette** & **Patrick**
Grandchildren: **Joseph, Patricia, Victoria, Joshua** & **Sophia.**
Brothers & Sisters and In-Laws: **Ben** (†) & **Aurora**, **Nene** & **Boy** (†), **Romy** & **Deoty**, **Norma** & **Johnny** (†), **Rolly** & **Mila**, **Melda** & **Santing** and **Monina.**

"I have fought the good fight
I have finished the race
I have kept the race."
2 Timothy 4:7

STEVENS BARBERS ABLAN

Peacefully joined his Creator on December 6, 2005 at the age of 51.

His bereaved wife **Celia Imelda "Jelly"**; children **Stevie, Jen, Paul** and **Stefanie**†; parents **Francis** and **Estrell**; brothers **Dean, John** and **Marc**, relatives and friends request the pious readers to pray for the eternal repose of his soul.

His remains lie in state at Sta. Maria Della Strada Parish Church, Katipunan Ave., Loyola Heights, Quezon City.

Final Mass and Eulogy will be at 3 pm on Saturday, December 10, at the Sta. Maria Della Strada. He will be cremated at 5 p.m. at Loyola Memorial Park, Marikina.

LEONCIO Y. SIOCO, SR.

Peacefully joined his Creator on December 6, 2005 at the age of 60.

He is survived by his wife, **Rosario**; children **Johnson** & **Cecille**, **Christopher**, **Leoncio Jr.** & **Shella**; grandchildren **Chloe**, **Ashley**, **Megan** and **Kimberly**; sisters **Melea**, **Betty** (†), **Jean**, **Anita**, **Medring** and **Lydia**; and brothers **Wilson** and **Nixon**; as well as nephews and nieces.

His remains lie in state at La Funeraria Paz, 143 G. Araneta Avenue, Quezon City.

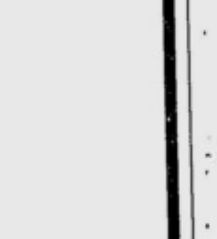
Interment will be on Saturday, December 10, 2005 at 1:00 p.m.

DEATH NOTICE

ALICIA BENITEZ CARIÑO

of Ilagan, Isabela
died on December 5, 2005 at the age of 71.
Interment will be on Saturday, December 10, 2005,
1pm at Albay Catholic Cemetery.

In Loving Memory
30th DEATH ANNIVERSARY



Doña Juana Tan Cancio

(June 24, 1915 – December 9, 1975)

The family and friends of the late Doña Juana Tan Cancio, in commemoration of her 30th Death Anniversary, would like to invite the devout to take part in the celebration of the Holy Eucharist in following parishes today, December 9, 2005:

MASS SCHEDULE Church	Time
Chapel of Saints Pio and Philomena *Goodwill Corporate Center Building* *393 Senator Gil J. Puyat* *Makati City*	12:00 nn
Santuario de San Antonio *McKinley Road, Forbes Park, Makati City*	6:00 am
St. Andrew the Apostle Parish *N. Garcia corner Kalayaan Avenue Bel-Air II, Makati City*	6:30 am
Sto. Domingo Church *National Shrine of the Most Holy Rosary* *Quezon Avenue, Quezon City*	6:00 am
Sta. Teresita Parish *43 Kanlaon Street, Sta. Mesa Heights, Quezon City*	6:00 am
St. John Bosco Parish *Arnaiz Street, Makati City, Metro Manila*	6:30 am
Nuestra Señora de Guia Parish *M.H. Del Pilar corner A. Flores* *Ermita, Manila*	12:00 nn

THE GOODWILL BOOKSTORE FAMILY, MANAGEMENT AND STAFF WOULD LIKE TO ASK THE PIOUS READERS TO PRAY FOR THE REPOSE OF HER SOUL

An obituary with a picture can be a fitting tribute to your departed loved one.

OBITUARY REQUIREMENTS:
❶ Copy of Death Certificate; ❷ Any identification document (I.D.)

WE ACCEPT CREDIT CARDS and bank-to-bank payments

Always caring.. INQUIRER OBITUARIES

DoE copes with the challenge of energy independence

This year's observance of National Energy Week – that kicked off on December 5 and culminates in the 14th founding anniversary celebration of the Department of Energy on December 9 — focuses on the country's hope and optimism in the government's agenda to attain energy independence through resource development. Truly, energy independence will spur economic growth and power market reforms and, in the process, generate industry competitiveness and efficiency that will benefit all sectors of society.

The energy independence agenda, one of the landmark programs of President Gloria Macapagal Arroyo, projects a steady increase in the country's energy self-sufficiency level from 56.6 percent in 2005 to 60 percent in 2010. To realize this goal, the Department of Energy (DoE) has laid out plans that will accelerate the exploration, development and utilization of indigenous energy resources; intensify renewable energy development; increase the use of alternative fuels; forge strategic alliances with other countries; and enhance energy efficiency and conservation program.

The DoE will expand the country's oil and gas reserves by 20 percent in the next ten years through the renewal of exploration and production efforts in the existing sedimentary basins. Private sector investments will be encouraged through continued public bid rounds and improved service contracting schemes.

In August this year, the DoE launched the Philippine Energy Contracting Round (PECR), to encourage new investments in the energy sector and to replicate the success of the first-ever international bid-round for exploration in the Palawan and Sulu Sea basins. Energy Secretary Raphael P.M. Lotilla said PECR 2005 offers investors opportunities for exploration and development of the country's petroleum, geothermal and coal resources.

"With oil rapidly depleting and energy demand continuously rising, we are intensifying our search for new energy resources. This year's second contracting round looks very promising as we offer highly prospective areas for petroleum, geothermal and coal exploration and development," he said.

"We invite upstream companies, local and foreign, to participate in PECR 2005 and to seize the best possible investment opportunities available in the energy sector," the Secretary added.

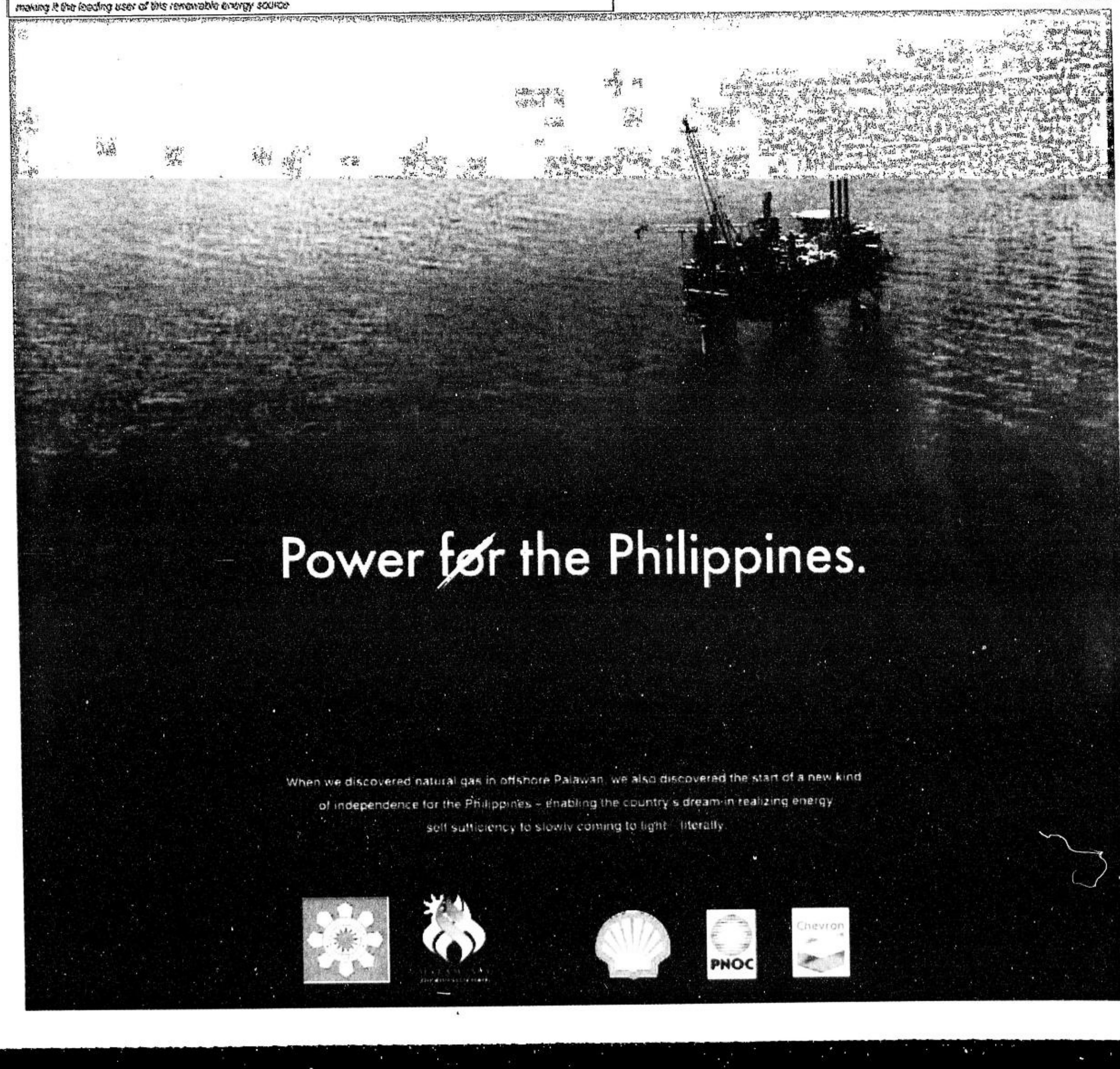
Renewable Energy Resources

Beside the opportunities offered to investors, the DoE will also work to double the capacity of renewable energy resources by instituting favorable policies and incentive packages for industry stakeholders. The following objectives will be pursued to maximize the contribution of geothermal, hydropower, biomass, solar wind and ocean energy sources:

- Become the number one geothermal energy producer in the world through intensified development of the country's potential geothermal site;
- Become the largest wind producer in Southeast Asia with the launching of the DoE's wind power investment kit that highlights various opportunities for the development of the country's 16 wind power areas. So far, five of the 16 sites have been awarded to private sector wind energy developers.
- Become the solar manufacturing hub of Southeast Asia through the establishment of a local industry in the manufacture of affordable solar energy systems;
- Push for the development of all mini- and micro-hydropower plants through various cost-efficient foreign loans;
- Install 130 to 250 MW of biomass, solar and ocean capacity; and
- Partner with Congress for the passage of the Renewable Energy Bill that seeks to institutionalize the guidelines, procedures and incentives for renewable energy development.

At the same time, the DoE, in cooperation with the United Nations Development Programme (UNDP) and other funding agencies, is committed to remove market barriers to renewable energy development to accelerate more renewable energy projects in the energy mainstream with full private sector support in an integrated manner.

DoE/B13



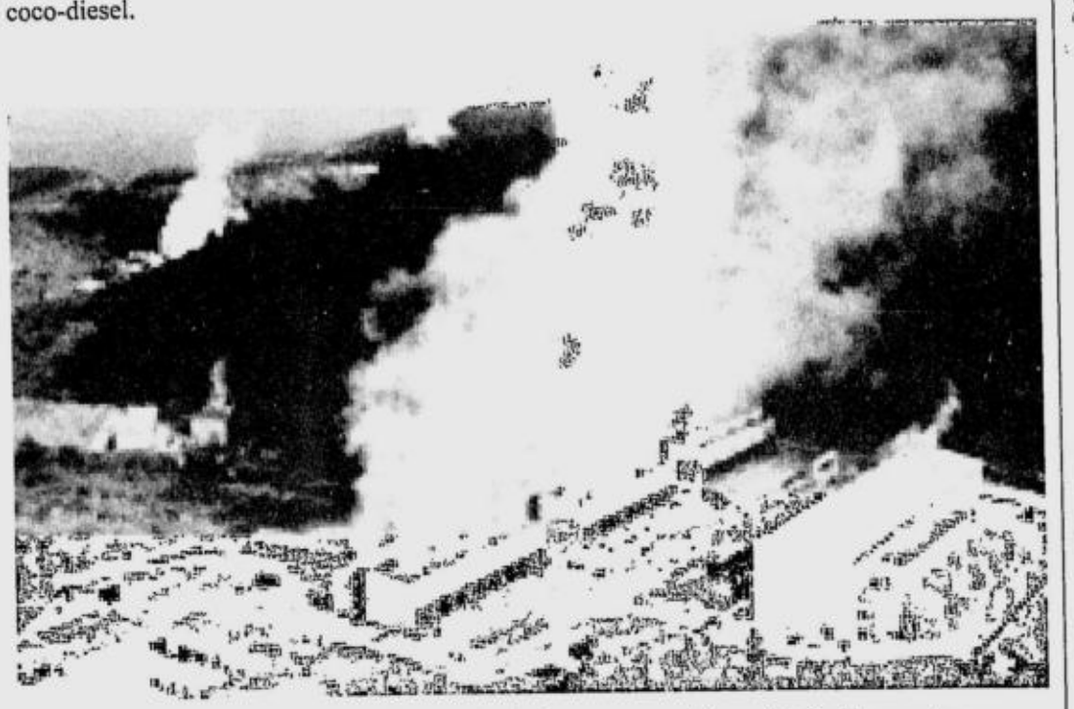
DoE.... From page. B-12

Long-Term Alternative Fuels Program

The DOE has also embarked on a long-term alternative fuels program to help achieve energy independence and fuel diversification while meeting environmental challenges.

Secretary Lotilla said that with the rapid depletion of supply and demand for oil resulting to unstable petroleum product prices, there is no other recourse but to develop indigenous energy supplies.

A key component of the alternative fuels program is the bio-diesel program, which taps the country's domestic produce as a viable energy source. Bio-diesel is used worldwide as an alternative fuel to run diesel engines. Primarily made from vegetable oil, bio-diesel is non-toxic and biodegradable. It is also considered environment friendly since it has zero emission. The Philippine bio-diesel, to date, is largely derived from coconut oil; hence, its name coconut methyl ester or coco-diesel.



The use of coco-biodiesel entails potentially huge economic benefits for the country.

The inherent oxygen-content in coco-biodiesel promotes better combustion in the engine which translate to an increase in mileage. Field tests show that there is an increase in mileage by as much as 18% from a minimum 1% coco-biodiesel blend in diesel fuel.

Based on conservative estimates, if every diesel vehicle in the country increases mileage by 10% with coco-biodiesel blend, diesel consumption will accordingly reduce by 90.09%. With annual diesel demand of 6.6 billion liters, 90.09% represents an approximate reduction of 600 million liters per year of foregone diesel import. At P26 per liter approximate price of diesel, exclusive of freight and other costs, import savings from mileage efficiency will amount to P15.6 Billion. In addition, the use of CME will result in longer maintenance intervals and avoid apprehension from smoke belching violations.

Another benefit of the coco-biodiesel is the potential revenues from carbon credit trading under the Kyoto Protocol Clean Development Mechanism. Bio-diesel is officially recognized in the Kyoto Protocol to reduce carbon dioxide (CO2) emission by 3.02 kilogram (kg) per liter of Bio-diesel. Simulations show that 66 million liters of coco-biodiesel is equivalent to 199 million kg of CO2 credit (approx. 199,000 MT), or a potential revenue value of US$3.98 million (at $20 per ton of CO2 credit).

Coco-biodiesel is currently used as alternative transportation fuel. The Government is also exploring the possibility of expanding the use of coco bio-diesel as supplement to existing traditional fuels in the generation of electricity. Recently, the National Power Corporation (NPC) committed to use coco-biodiesel in its power barge in Romblon on a trial basis. If this succeeds, then coco-biodiesel becomes a viable option in the Government's ultimate goal of lighting up the countryside.

Aside from coconut oil, the DoE is likewise exploring other plant oils as potential feedstock for the manufacture of bio-diesel. Among those being considered are *"tuba tuba"*, also known as *jatropha curcas*, and *hanga*.

together & safe

Avoid "octopus" connections.
Only a maximum of three sets
of Christmas lights can be strung together
and connected to one outlet.

Do not leave the Christmas lights on unattended.
Only Christmas lights in good condition,
no frayed wires or no broken sockets,
can be kept on indefinitely.

Outdoor type Christmas lights
are strictly for outdoor use only
and must have:
- A rubber seal between the bulb and its socket
- Sealed wires entering the socket or bonding into the bulb socket
- Heavier or thicker insulation than the indoor type

Each convenience outlet
must not have more than 200 watts of load.
Outlets for major home appliances
are designed to carry bigger loads.

Buy only Christmas lights that bear
the *Bureau of Product Standards (PS)* mark.
This means that the product
passed stringent safety standards.

Keep Christmas lights away
from children's reach.
A small strand of wire protruding
from these lights may harm them.

Keep firecrackers away
from Christmas trees.
Flying embers may set the tree
on fire especially if the tree
is made of combustible materials
like dried twigs or branches.

Don't use firecrackers and fireworks
near any Meralco overhead facility.
Pyrotechnics are hazardous
to Meralco lines
and may cause major fire accidents.

A blessed and safe
Christmas to all !

MERALCO
may liwanag ang buhay

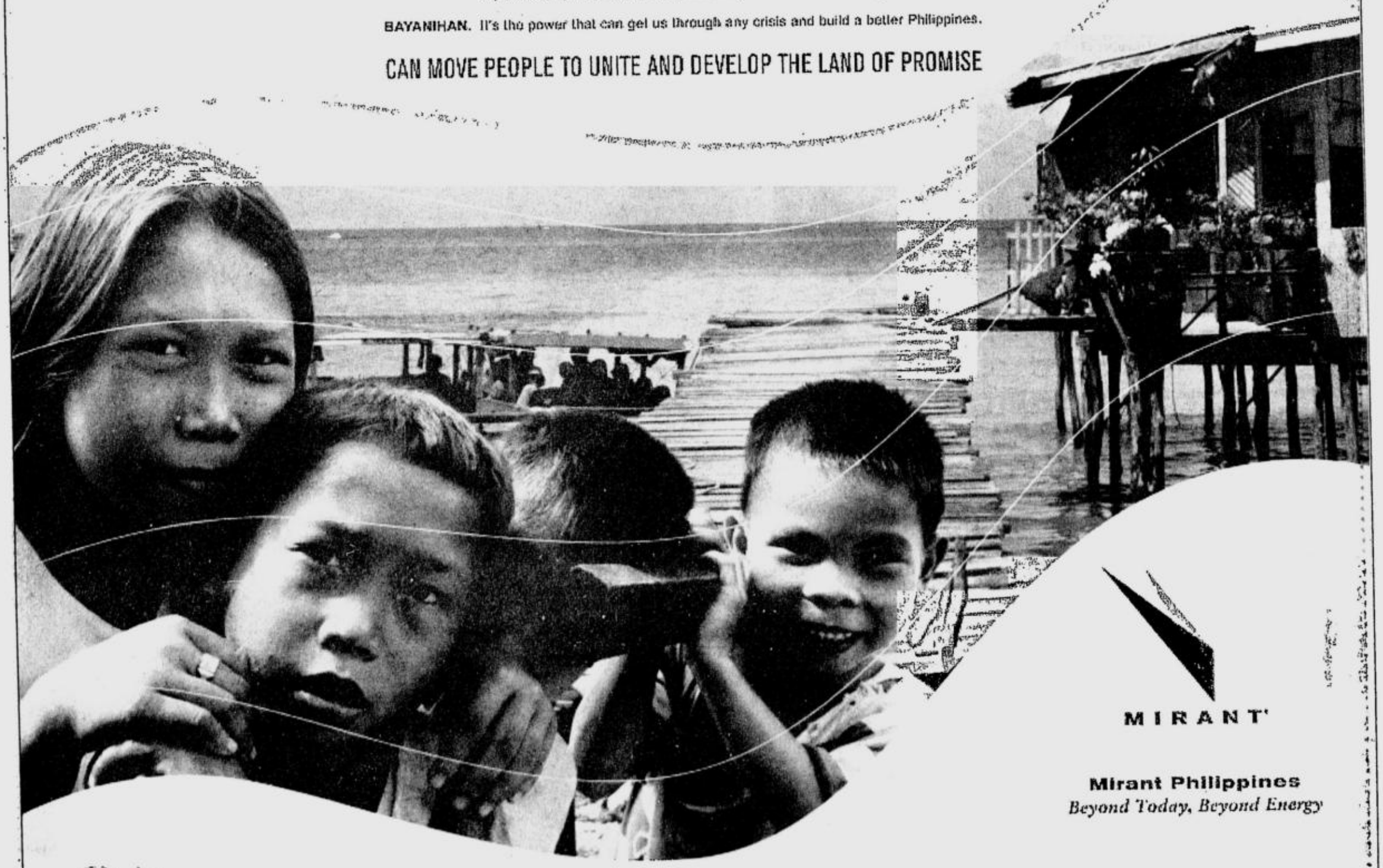
THE POWER THAT FLOWS IN EVERY FILIPINO'S BLOOD

It's the power of "BAYANIHAN." A power all Filipinos were born with.

This power is now flooding the hearts and minds of those involved in bridging the chasm of misunderstanding, mistrust, and religious and economic differences in conflict areas in Mindanao. Through the "Asian Institute of Management-Mirant Center for Bridging Societal Divides," the world's first resource center that seeks out, trains, and supports non-traditional leaders, Filipinos hope to bring about a collaborative relationship that would, ultimately, reduce societal inequities, improve the quality of life, and promote greater human security.

BAYANIHAN. It's the power that can get us through any crisis and build a better Philippines.

CAN MOVE PEOPLE TO UNITE AND DEVELOP THE LAND OF PROMISE



MIRANT

Mirant Philippines
Beyond Today, Beyond Energy

The AIM-Mirant
Center for Bridging Societal Divides

The Center for Bridging Societal Divides is a joint undertaking of Mirant Philippines and the Asian Institute of Management to promote peace and development and greater human security in the Asian region.

Bio-diesel, ethanol, natural gas FUELS OF THE FUTURE

The first major oil crisis to hit the country, way back in the early 70s after the declaration of Martial Law, was caused by oil shortage. Oil-producing countries, in a move to force the hike of oil prices in the world market, slowed down production, resulting in oil shortage in countries dependent on oil import, including the Philippines. As expected, oil prices shot up, and oil production picked up once more. The price for crude, however, did not return to its old rate.

In the early 90s, another energy crisis hit the country, this time caused by power shortage. Blackouts ran for several hours every day, affecting every town in every province in the Philippines. Power barges were installed, independent power producers put up plants, and power generation went back to normal, affording the people cheap and affordable electricity.

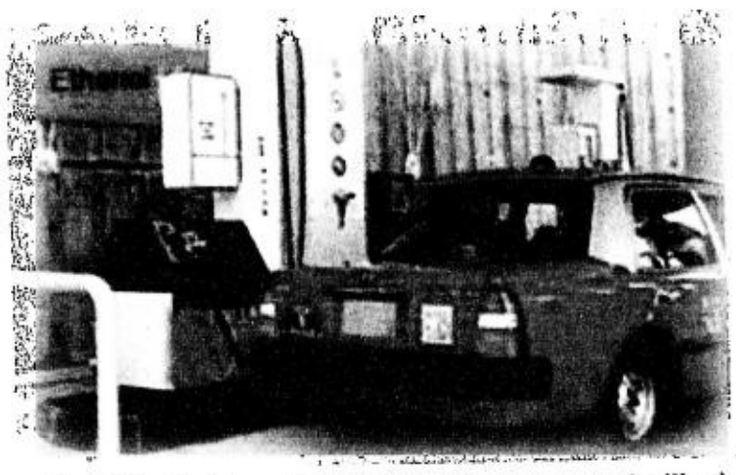
Another energy crisis has hit the country this year, brought about not by oil or power shortage but by rising crude prices in the world market. Hopefully, in the years ahead, energy crises, whether due to power shortage or high oil costs, will not rear their ugly heads again. The government, through the Department of Energy, has put on place several programs that will make the Philippines less dependent on imported oil. One such program is the Alternative Fuels Program designed to make alternative fuels as the fuels of the country in the years ahead.

The Alternative Fuels Program is one of the five key components of the Arroyo Administration's Energy Independence Agenda. It is principally aimed to reduce the country's dependence on imported oil and to provide cheaper and more environment-friendly alternatives to fossil fuels.

The Department of Energy, which is implementing the program, intends to tap our domestic produce as a viable source of energy. The goal is to develop indigenous and renewable energy fuels for long-term energy security as a pillar for sustainable growth.

A number of benefits can be derived from using alternative fuels. For one, it will reduce our dependence on imported fuel. Moreover, it will generate foreign exchange savings since we will no longer be using dollars to import oil. Furthermore, livelihood opportunities will open up for coconut and sugarcane farmers. Finally, the use of alternative fuels will improve air quality, and greatly reduce air pollution in our communities.

The DoE is implementing three major programs that promote the use of indigenous alternative fuels. These are the Natural Gas Vehicle Program for Public Transport (NGVPPT), the Coco-biodiesel Program, and the Fuel Ethanol Program.



The Philippines' quest for bio-diesel development and utilization is aggressively pursued. Launched by President Gloria Macapagal Arroyo, production of the bio-diesel is expected to contribute in the reduction of petroleum imports, improvement of fuel lubricity and reduction of exhaust emissions.

Collaborating with the DoE in implementing the program are various government agencies, namely: Department of Environment and Natural Resources, Department of Science and Technology, Department of Transportation and Communications, Philippine Coconut Authority, Department of Trade and Industry, and the Department of Finance. It is likewise supported by the Technological University of the Philippines, Asian Institute of Petroleum Studies, the United States Agency for International Development (USAID) through its Sustainable Energy Development Program, and other academic and research institutions, transport groups, NGOs and donor agencies.

The Bioethanol Program will accelerate the production of bioethanol, a high-octane, water-free alcohol produced from the fermentation of sugar or converted starch. It has no basic or acidic properties and c an be used as liquid fuel in internal combustion engines either on its own or blended with petroleum. One of the first fuels used in automobile engine, it was used extensively in Germany during World War II and in Brazil, the USA, and the Philippines.

Today, 12 countries produce and use a significant amount of bioethanol. In Brazil, for instance, one third of that country's automobiles use pure bioethanol as fuel; the remaining two-thirds use mixtures of gasoline and ethanol. The other countries with government or private ethanol fuel programs are France, the USA, Indonesia, Guatemala, Costa Rica, Argentina, South Africa, Kenya, Thailand and Sudan.

Natural Gas is one of the three major types of fossil fuels. It is colorless, shapeless and odorless. Natural Gas was formed from the remains of plants and animals that lived on the earth millions of years ago. It can be used for industrial power generation, auto-power generation, alternative transport fuel, chemical feedstock, district cooling heating systems and crop drying.

NGV technologies, already available in he world market, are widely used in the US, Brazil, Argentina, Italy, India and Pakistan. The NGVPPT pilot project in the Philippines is a private sector-led activity with SPEX, Shell and private bus operators as major players.

MESSAGE OF THANKS

We wish to acknowledge and thank the following companies for their support of and participation in the special supplements in this and other newspapers in connection with the observance of National Energy Week 2005.

1. Shell Philippines Exploration
2. UNOCAL Philippines
3. Alstom Philippines, Inc.
4. National Transmission Corporation (TRANSCO)
5. National Power Corporation
6. Trans-Asia Power Generation and Asia Coal Corporation
7. Pilipinas Shell Petroleum Corporation
8. Mirant (Philippines) Corporation
9. Marubeni
10. Petron Corporation
11. Manila Electric Company (MERALCO)
12. Philippine National Oil Corporation
13. Quezon Power (Philippines) Ltd. Inc.

Major energy consumers

FIVE sectors – residential, transport, industrial, commercial and agricultural – are major consumers of energy.

Residential Sector

Energy used in the residential sector is mainly for lighting and cooking — consisting of electricity, liquefied petroleum gas and kerosene, as well as fuelwood and charcoal.

Transport Sector

Diesel continues to be the dominant fuel in the transport sector constituting 54.2 percent of total oil consumption and increasing by 2.6 percent from the previous year. Gasoline (regular and premium) comes next, growing by 2 percent every year.

Energy used in road transport has been growing. A contributory factor to this could be the 2.5 percent increase in the total number of registered motor vehicles.

Electricity used for the railway transport (Light Railway Transit and Metro Rail Transit) registered a steady rate.

Petroleum demand in the air transport sector grew slightly due to a minimal increase of passenger and airfreight movement in domestic and international flights.

Industrial Sector

The industry sector is composed of the manufacturing, mining and construction sub-sectors. Major energy products consumed include electricity, oil, coal and traditional fuels.

In 2003, the industry sector accounted for 33.5 percent of overall Gross Domestic Product, with 72.8 percent of the total industry coming from the manufacturing sub-sector, 4.9 percent from mining and quarrying, 12.6 percent from construction and 9.7 percent from electricity, gas and water.

Final energy consumption of the sector experienced an increased growth of 1.9 percent in 2003. The manufacturing sub-sector took up the biggest share of 96.4 percent, followed by construction at 2.3 percent and mining at 1.2 percent share.

The construction industry registered reduction in consumption by as much as 14 percent. This was attributed to the much bigger drop in public construction as the government reduced expenditures on capital outlays to contain the budget deficit.

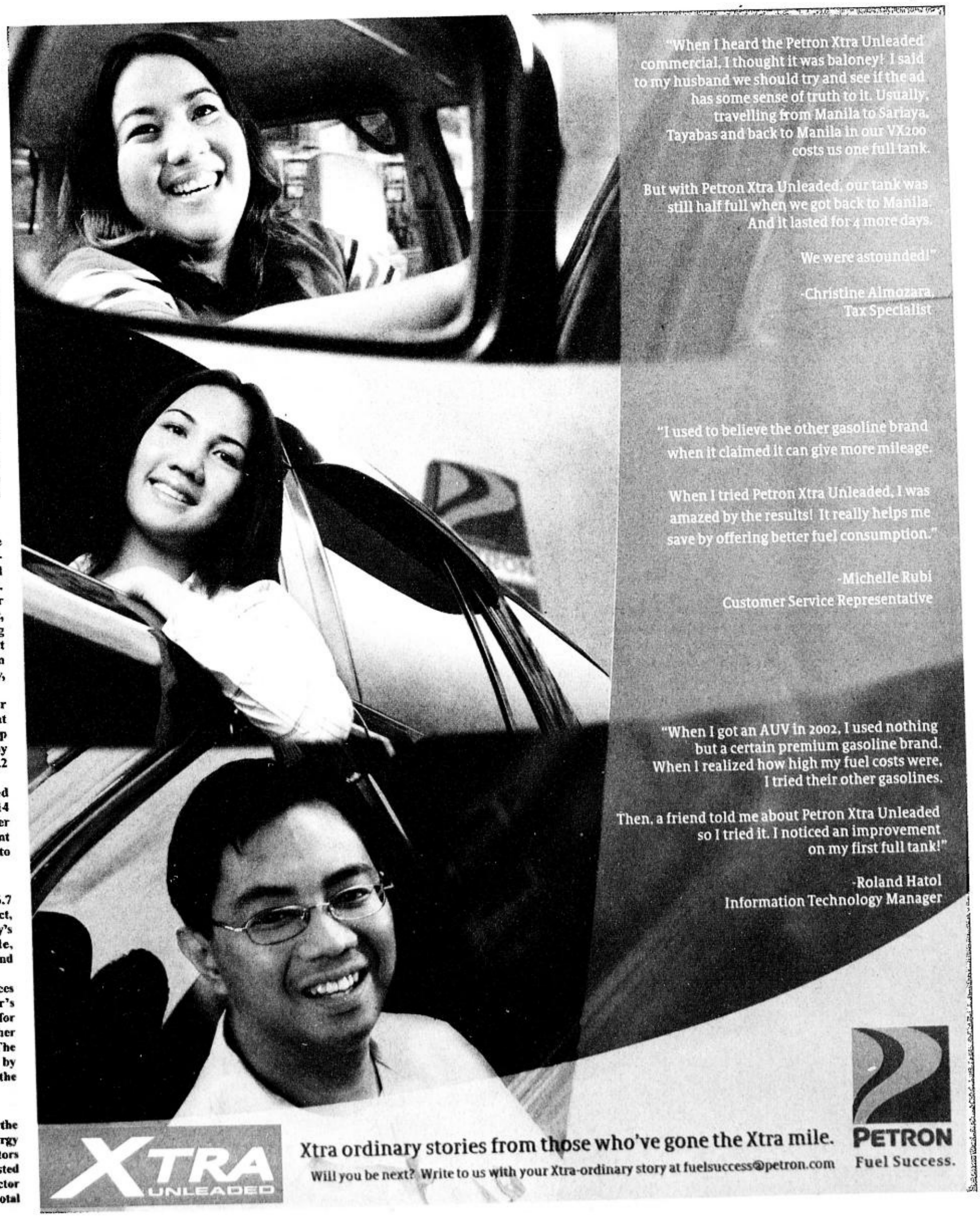
Commercial Sector

The Services sector accounted for 46.7 percent of the total Gross Domestic Product, thereby contributing the most to the country's economic growth in 2003. Trade, transportation, communication and storage and private services showed positive growths.

Energy use in the commercial or services sector grew by 3.1 percent. The sector's electricity consumption rose by 9.8 percent for the same period. Oil consumption, on the other hand, decreased by 5 percent in 2003. The decline in consumption was brought about by the increasing use of grid electricity in the sector.

Agricultural Sector

Although the sector's contribution to the overall GDP of 19.6 in 2003 was high, its energy consumption was the lowest among the sectors of the economy. Its energy consumption posted a significant increase of 7 percent. The sector had a share of 1.3 percent in the country's total energy consumption in 2003.



REPUBLIKA NG PILIPINAS
KAGAWARAN NG PANANALAPI
KAWANIHAN NG RENTAS INTERNAS

December 1, 2005

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID
PUBLIC BIDDING NO. 05-022

1. The **Bureau of Internal Revenue (BIR)**, through the **General Appropriations Act for CY 2006 and/or CY 2005 continuing appropriations**, intends to apply the sum **Three Million One Hundred Eighty Six Thousand Seven Hundred Twenty One Pesos and 44/100 (P3,186,721.44)**, being the Approved Budget for the Contract (ABC) to payments under the contract for the **Comprehensive Maintenance Services for Servers and Peripherals for CY-2006**. Bids received in excess of the ABC shall be automatically rejected at the Bid opening.
2. The **Bureau of Internal Revenue (BIR)**, now invites Bids from eligible bidders for the **Comprehensive Maintenance Services for Servers and Peripherals**, which include ten (10) critical and eighteen (18) Less Critical servers and three (3) Workstations.
3. Bidding will be conducted through open competitive bidding procedures using non-discretionary pass/fail criteria as specified in the Implementing Rules and Regulations Part A (IRR-A) of RA 9184, otherwise known as the Government Procurement Reform Act, and is restricted to Filipino citizens/sole proprietorships, organizations with at least sixty percent (60%) interest or outstanding capital stock belonging to citizens of the Philippines, and to citizens or organizations of a country the laws or regulations of which grant similar rights or privileges to Filipino citizens, pursuant to RA 5183 and subject to Commonwealth Act 138. Only bids from Bidders who pass the eligibility check will be opened. The process for the eligibility check is described in Section II of the Bidding Documents, Instructions to Bidders (ITB). The bidder with the Lowest Calculated Bid (LCB) shall advance to the post-qualification stage in order to finally determine responsiveness of the bid to technical and financial requirements of the project. The contract shall then be awarded to the Lowest Calculated and Responsive Bidder (LCRB) who was determined as such during the post-qualification procedure.
4. Interested Bidders may obtain further information from BAC Secretariat, thru the Chief, Procurement Division at the address given below from **8:00 AM to 5:00 PM** starting **December 5, 2005.**
5. A complete set of Bidding Documents may be purchased by interested Bidders from the address below and upon **cash payment** to the BIR Cashier of a non-refundable fee in the amount of **Three Thousand One Hundred Eighty Six Pesos and 72/100 (P3,186.72).**
6. The **Bureau of Internal Revenue** will hold a **Pre-bid Conference** open to all interested parties on **December 16, 2005** at **1:30 p.m.** *at the 3rd Floor, Executive Conference Room, BIR-NOB, Diliman, Quezon City.*
7. Bids and eligibility requirements must be delivered to the address below **on or before December 28, 2005** at **1:30 p.m.** All Bids must be accompanied by a Bid Security as stated in Section 22.1 of the Bid Data Sheet. Late Bids shall not be accepted.
8. Bid opening shall be on **December 28, 2005** at **1:30 p.m.** at the ***3rd Floor, Executive Conference Room, Bureau of Internal Revenue, NOB, Diliman, Quezon City.*** Bids will be opened in the presence of the Bidders' representatives who choose to attend at the above address.
9. The **Bureau of Internal Revenue** assumes no responsibility whatsoever to compensate or indemnify bidders for any expenses incurred in the preparation of the bid. The BIR also reserves the right to reject any or all bids and accept the bids most advantageous to the government.
10. The **Bureau of Internal Revenue** reserves the right to accept or reject any Bid, to annul the bidding process, and to reject all Bids at any time prior to contract award, without thereby incurring any liability to the affected Bidder/s.

Bureau of Internal Revenue
Atty. James H. Roldan
Assistant Commissioner-Legal Service
Chairman, Bids and Awards Committee
Rm. 605, 6/F Procurement Division
BIR-NOB, Diliman, Quezon City
Tel. No. 9265547/Telefax No. 9282026
Email Address: bac@bir.gov.ph

(Sgd.) **JAMES H. ROLDAN**
Assistant Commissioner, Legal Service
Chairman, Bids and Awards Committee

(PDI – Dec 2 & 9, 2005)

FCMC 8217/2005

IN THE DISTRICT COURT OF THE HONG KONG SPECIAL ADMINISTRATIVE REGION MATRIMONIAL CAUSES NO. 8217 OF 2005

BETWEEN

AMY D. ACASO — Petitioner
Also known as TOISA, AMY ACASO
And
DIOSDADO T. TOISA — Respondent

A DIVORCE PETITION HAS BEEN FILED AGAINST THE UNDER-MENTIONED DIOSDADO T. TOISA, late of 22-B, A. Bonifacio Street, Tugatog, Malabon, Metro Manila, Philippines, may apply at the Family Court Registry at M2 Wanchai Law Court, No. 12 Harbour Road, Hong Kong SAR for a copy of the Petition. If within one month he has not communicated with the Registry, the Court may hear the case in his absence.

Registrar

To be advertised as follows :
Once in Philippine Daily Inquirer, a newspaper circulating in the Philippines.

(PDI – December 9, 2005)

GETTING READY FOR NEXT CROPPING

Agriculture remains the mainstay of the Philippine economy and rice farming is a year-round occupation for farmers. Soon after the main palay harvest, farmers in some part of the country start planting for the palagad or summer cropping. The National Food Authority is helping farmers profit from their toil by giving a premium price of P10.00 per kg for clean and dry palay in addition to P0.50 per kg incentive for drying, delivery and cooperative development. Through its marketing assistance program, the NFA makes rice farming profitable and an attractive business venture.

Visa Assistance Consultancy seminar

TO FULLY PREPARE VISA APPLICANTS FOR the Embassy interview who are intending to spend their vacation this holiday season to USA, Canada and Schengen countries, Travellers Link International Co. has scheduled its last for this year a comprehensive seminar on Visa Assistance on Dec. 15, 16, and 17 and on Dec. 19, 20, and 21 at Suite 910 West Tower 9th Floor, Philippine Stock Exchange Center, Ortigas Business Center, Pasig City. The consultation-seminar is designed to provide visa applicants additional information on the current requirements on US, Canada and Schengen visas and help them increase their chances of obtaining their desired type of visas. Among the topics to be taken up are: different types of non-immigrant visas; how to qualify for a visa, documentary requirements to support your visa applications, what to expect during the actual embassy visa interview and important tips on documents preparation and visa interview. The consultancy-seminar will be conducted by Renato Bueno. Bueno holds a bachelor's degree in Law and Economics. He has many years of experience in visa and immigration consultancy having been able to helped many tourist, fiancé, k3 & k4 and working visa applicants in the past. He is at present affiliated with a US based Immigration Law office situated at Falls Church City, Virginia, USA. Those interested to attend and make seat reservation, may text their full name and contact numbers at 0915 8103434

NATIONAL FOOD AUTHORITY
Quezon City

05 December 2005

MEMORANDUM CIRCULAR
No. AO-2k5-12-001

TO : ALL RICE-BASED FARMERS' ORGANIZATIONS, OTHER SECTORS (INDIVIDUAL AND ENTITIES) AND ALL CONCERNED

FROM : The NFA Administrator

SUBJECT : Guidelines and Procedures on the Imposition of Penalties Pursuant to Letter Circular AO-2k2-12-001 as amended / Memorandum Circular AO-2k3-12-002 / Memorandum Circular No. AO-2k5-01-001 and Memorandum Circular No. AO-2k5-11-003

These guidelines and procedures are adopted to implement the provisions of Letter Circular AO-2k2-12-001 as amended/Memorandum Circular AO-2k3-12-002/Memorandum Circular No. AO-2k5-01-001/Memorandum Circular AO-2k5-11-003 and other circulars/regulations on the Farmers As Importers (FAI)/Private Sector Rice Importation Program that may hereafter be promulgated, particularly the penalty provisions.

I. Cargo still in the custody of the Bureau of Customs (BOC):

1. BOC shall require the importer (Farmers' organization or other sector) to present proof of payment of corresponding penalties (NFA Official Receipt) within three (3) banking days from date of arrival of rice cargo.
2. Failure of the importer to present proof of payment within the prescribed period, BOC shall hold the shipment corresponding to the ten percent (10%) and/or the corresponding graduated rate of the landed cost of cargo depending on the violations committed by the importer or the total cargo if the violation committed is the late arrival of imported rice beyond the deadline date. The BOC shall immediately notify the NFA field office concerned in writing indicating therein the name of importer, quantity of rice imported, actual date of arrival, name of vessel, invoice, price, port of discharge and quantity withheld as well as provide NFA a copy of the bill of lading, commercial invoice and surveyor's certificate, if any.
3. NFA shall within 24 hours, if possible, from the receipt of written notice/advice, commence the withdrawal and transfer of rice cargo to the nearest NFA warehouse for storage.
4. NFA shall properly receive the rice cargo from the BOC District Collector or his authorized representative and the importer or his duly authorized representative indicating the volume i.e. number of bags.
5. NFA shall hold the rice until penalty and all expenses related to transfer are settled by the importer as evidenced by the NFA Official Receipt which should not exceed a period of 30 calendar days from the final transfer of stocks. After which, said cargo shall be forfeited in favor of NFA. However, the total rice cargo which was forfeited because of late arrival beyond the deadline date shall automatically be under the accountability of NFA and shall follow the procedures in documenting the receipt thereof e.g. issuance of Warehouse Stock Receipt (WSR), etc.
6. The importer may, within 30 days from receipt of rice shipment by NFA, settle the penalty (except for the total cargo forfeited in favor of NFA and automatically under its accountability representing the penalty for the late arrival beyond the deadline date) and transfer cost under the following mode of payment:
   a. Cash
   b. Manager's check
   c. Demand Bank draft
7. It is advisable that the Manager's Check/Demand Bank draft shall be issued preferably by LBP, PNB, PCIB, Metro Bank or Banco de Oro since the NFA accounts are maintained in the aforesaid banks, thus, clearing transactions are facilitated.
8. Storage shall be free for a period of 30 days reckoned from final transfer of cargo.
9. However, if the importer pays his dues to the NFA within the 30 days free storage period but had not withdrawn or had partially withdrawn the stocks during the prescribed period, the remaining stocks at the warehouse shall be subject to a storage fee of P0.50 per bag per day.
10. If upon the lapse of the 30 day grace period the importer failed to pay his dues, the forfeited stocks shall be under the accountability of the NFA and shall thereafter follow the procedures in documenting the receipt thereof e.g. issuance of WSR, etc., similar to the documentation of the total rice cargo forfeited inf avor of the NFA.
11. The NFA shall dispose of the stocks including the total rice cargo forfeited in favor of the NFA through the usual mode of disposition.
12. The Department of Marketing Operations, shall provide BOC and BRD with the name/lists of importers who failed to comply with the submission of advance information and use of loadport/disport surveyor/s.

II. Shipment already released by BOC:

Upon receipt of notice from BOC that the rice shipment is no longer in their custody, BRD shall refer the matter to the Department for Legal Affairs (DLA) for collection and/or such other legal action/s that the NFA may deem appropriate.

These guidelines and procedures on the imposition of penalties shall take effect immediately.

For strict compliance.

(Sgd.) GREGORIO Y. TAN, JR.
Administrator

(PDI – December 9, 2005)

ERRATUM

In the advertisement of **Second Agrarian Reform Communities Development Project (ARCDP II), NEA Region II Cauayan City, Isabela Invitation to Bid** published in this paper on November 27, 2005, the schedule of Pre-bid conference should have read **December 12, 2005** instead of November 12, 2005.

University of the Philippines
Diliman, Quezon City
OFFICE OF THE CHANCELLOR

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID
CSSP FACULTY CENTER
ENGINEERING DESIGN SERVICES

1. The UNIVERSITY OF THE PHILIPPINES – DILIMAN (hereinafter referred to as the PROCURING ENTITY) through the UP reprogrammed funds intends to apply the sum of **One Million Five Hundred Thousand Pesos (PhP 1.50 Million)** being the Approved Budget for the Contract (ABC) to payments under the contract for **Engineering Design Services for the CSSP Faculty Center**. Bids received in excess of the ABC shall be automatically rejected at the opening of the financial proposals.
2. The PROCURING ENTITY now calls for the submission of **Letters of Intent (LOI)** from potential bidders to apply for eligibility and short listing for the **complete structural/civil, electrical, sanitary and mechanical engineering design** for the CSSP Faculty Center Building. Interested consultants must submit their LOIs on or before **21 December 2005, 5 p.m.** at the Office of the Campus Architect, Coral Building, Lakandula Street, UP Diliman, Quezon City and secure the Eligibility Documents therefrom. Applications for eligibility will be evaluated on a "pass/fail" basis. The last day for the submission of the accomplished Eligibility Documents shall be on the date of the opening of Eligibility Documents: **20 January 2006, 5:00 p.m.** at the Office of the Campus Architect, Coral Building, Lakandula Street, UP Diliman, Quezon City. Only those that are short-listed will be entitled to submit bids.
3. The BAC shall draw up the short list of consultants from those who have submitted LOIs and have been determined as eligible both in accordance with the provisions of Republic Act 9184 (R.A. 9184) and its Implementing Rules and Regulations Part A (IRR-A). The short list of prospective bidders shall consist of five (5) consultants. The criteria and rating system for short listing are:
   - Financial Capability: At least PhP 300,000.00 paid-up capital
   - Length of Experience of the Firm
   - Experience of the Firm with Similar Projects
   - Current Workload Relative To Capacity
   - Qualifications of Key Personnel
4. LOIs must be delivered by hand to the address below at no later than **5:00 p.m.** on or before **21 December 2005.**
5. Bidding will be conducted through open competitive bidding procedures as specified in the IRR-A of R.A. 9184, and is restricted to Filipino citizens or organizations with at least sixty percent (60%) interest belonging to citizens of the Philippines. In accordance with IRR-A of R.A. 9184, only bids from short listed consultants will be opened. The process for the eligibility is described in the Eligibility Documents. In accordance with IRR-A of R.A. 9184 the contract will only be awarded to the Highest Rated and Responsive Bidder who was determined as such during post-qualification.

   The PROCURING ENTITY shall evaluate bids using Quality-Cost Based Evaluation/Selection (QCBE-QCBS) procedure. The PROCURING ENTITY shall indicate the weights to be allocated for the Technical and Financial Proposals. The criteria and rating system for the evaluation of bids shall be provided in the Instructions To Bidders.
6. Interested consultants may obtain further information from the PROCURING ENTITY through a written query delivered or faxed to the address given below from 9:00 a.m. to 5:00 p.m.

   UNIVERSITY OF THE PHILIPPINES – DILIMAN
   SERGIO S. CAO
   Chancellor
   c/o
   THE OFFICE OF THE CAMPUS ARCHITECT
   Address: Coral Building, Lakandula Street, UP Diliman, Quezon City
   Fax Number: 927-8656
   E-mail: oca@up.edu.ph
   Website: http://www.upd.edu.ph/~oca
7. The consultancy contract shall be completed within three (3) months (up to Contract Documents Phase.)
8. The UNIVERSITY OF THE PHILIPPINES – DILIMAN reserves the right to reject any and all bids, annul the bidding process, or not award the contract at any time prior to contract award, without thereby incurring any liability to the affected bidder or bidders.

(Sgd.) MARY DELIA G. TOMACRUZ
BAC Chairman

(PDI – December 9 & 16, 2005)

POEA 24-HR HOTLINES 722-1144 • 722-1155

TransCo
National Transmission Corporation

INVITATION TO APPLY FOR ELIGIBILITY AND TO BID
DESIGN, SUPPLY, FABRICATION, INSTALLATION, ERECTION TESTING AND COMMISSIONING OF DELUGE WATER SPRAY FIRE FIGHTING SYSTEM AND OTHER RELATED WORKS

Ref No.: PB051116-RM0103/PR No. SL1P-05-000011782

1. The National Transmission Corporation (TransCo), through the CY2005 Corporate Budget approved by the TransCo Board intends to apply the sum of **P7,881,158.00** being the Approved Budget for Contract (ABC) to payments under the contract for the above requirement. Bids received in excess of the ABC shall be automatically rejected at Bid opening.
2. TransCo now calls for the submission of Letter of Intent (LOI) from potential Bidders to apply for eligibility for **Design, Supply, Fabrication, Installation, Erection Testing And Commissioning Of Deluge Water Spray Fire Fighting System And Other Related Works**. Bidders should possess a valid PCAB license applicable to the above type and cost of the contract (at least Registered as **"Small B"**, Category **"C & D"** for Fire Protection Works), have completed a similar contract with a value of at least fifty percent (50%) of the ABC, and meet the other minimum eligibility requirements stated in the Eligibility Documents. Interested bidders must secure their Eligibility Documents from **December 3, 2005** to **December 16, 2005** at the addess below upon payment of a nonrefundable fee of **ONE THOUSAND pesos (P1,000.00)**. Applications for eligibility will be evaluated on a "pass/fail" basis. The last day for the submission of the accomplished Eligibility Documents together with the LOI shall be on the date of the opening of Eligibility Documents: **December 16, 2005** at **10:00 a.m.** at the address below. Only those Bidders passing the eligibility check will be entitled to purchase the Bidding Documents.
3. Bidding will be conducted through open competitive bidding procedures as specified in the Implementing Rules and Regulations Part A (IRR-A) of Republic Act 9184 (R.A. 9184), otherwise known as the "Government Procurement Reform Act," and is restricted, unless otherwise stated, to organizations with at least seventy-five percent (75%) interest or outstanding capital stock belonging to citizens of the Philippines. Only Bids from eligible Bidders will be opened. The contract will only be awarded to the Lowest Calculated and Responsive Bidder who was determined as such during post-qualification.
4. Interested Bidders shall submit their accomplished Eligibility Documents to the BAC Secretariat at the Ground Floor, TransCo Main Building, Power Center, Quezon Avenue Corner BIR Road, Diliman, Quezon City on or before **10:00 a.m.** to **December 16, 2005.**
5. A complete set of Bidding Documents may be purchased by Bidders that passed the eligibility check upon the presentation of the Notice of Eligibility to the BAC Secretariat, at the address below and upon payment of a nonrefundable fee of **TWO THOUSAND pesos (P2,000.00)**. The Bidding Documents shall be received personally by the bidder or his authorized representative from **8:00 a.m. to 5:00 p.m.** of **December 28, 2005** to **January 23, 2006.**
6. TransCo will hold a Pre-Bid Conference open to all Eligible Bidders at **2:00 p.m.** of **January 11, 2006** at the, Admin Conference Room, Ground Floor, TransCo Main Building, Power Center, Quezon Avenue Corner BIR Road, Diliman, Quezon City.
7. Eligible Bidders must submit their Bids at the address below on or before **2:00 p.m.** of **January 24, 2006**. All Bids must be accompanied by a Bid security in any of the following forms:

Form of Security	Minimum Amount in % of Approved Budget for the Contract to be Bid
1. Cash, certified check, cashier's check, manager's check, bank draft or irrevocable letter of credit	One percent (1%) or at least **P78,811.58**
2. Bank guarantee	One and a half percent (1 ½%) or at least **P118,217.37**
3. Surety bond	Two and a half percent (2 ½%) or at least **P197,028.97**
4. Foreign government guarantee	One hundred percent (100%) or at least **P7,881,158.00**

   Late Bids shall not be accepted. Bid opening shall be at **2:00 p.m.** of **January 24, 2006** at the Admin Conference Room, Ground Floor, TransCo Main Building, Power Center, Quezon Avenue Corner BIR Road, Diliman, Quezon City. Bids will be opened in the presence of the Bidders' representatives who choose to attend the bid opening.
8. The Works shall be completed within one hundred eighty (180) calendar days from receipt of the approved contract/notice to proceed.
9. TransCo reserves the right to accept or reject any Bid, to annul the bidding process, and to reject all Bids at any time prior to contract award, without thereby incurring any liability to the affected Bidder or Bidders.

Bids and Awards Committee (BAC)
National Transmission Corporation (TransCo)
Materials Management Division (MMD)
Ground Floor, TransCo Main Building,
Power Center, Quezon Avenue corner BIR Road,
Diliman, Quezon City
Tel. No.: (632) 981-2205/981-2242
Email: jzdarilay@transco.ph
rmmabulay@transco.ph
Fax No. (632) 922-8432/921-6753
Website: www.transco.ph

(Sgd.) ARMANDO N. OCHOA
Chairman
Bids and Awards Committee

(PDI – Dec. 3 & 9, 2005)

BOHOL I ELECTRIC COOPERATIVE, INC.
(BOHECO I)
Brgy. Macaas, Tubigon, Bohol, Philippines

INVITATION FOR BIDS
PHILIPPINES
SEVILLA MINI-HYDRO PROJECT
COMPLETION OF 2.5 MW SEVILLA MINI-HYDROELECTRIC PROJECT
Loan/Credit No. 7204-PH
Contract/Bid No. 001

The Development Bank of the Philippines has received financing from the World Bank toward the cost of the Rural Power Project, and it intends to apply part of the proceeds to payments under the contract for the **Completion of Remaining Civil Works of 2.5 MW Sevilla Mini-hydroelectric Project, Contract No. S1-05-00.** The Bohol I Electric Cooperative, Inc. (BOHECO I) now invites sealed bids from eligible bidders for the **Furnishing of Labor, Materials and Equipment necessary for the Construction of Intake and Penstock Reinforced Concrete Structure and Power Plant Building and its Accessories.** The construction period is **210 days.**

Bidding will be conducted through the international competitive bidding procedures specified in the World Bank's *Guidelines: Procurement under IBRD Loans and IDA Credits*, January 1995 (revised January and August 1996, September 1997 and January 1999), and is open to all bidders from eligible source countries as defined in the guidelines.

Interested eligible bidders may obtain further information from the **Bohol I Electric Cooperative, Inc. (BOHECO I)** and inspect the bidding documents at the address (1) below from **8:00 a.m.-5:00 p.m.** A complete set of bidding documents in English may be purchased by interested bidders on the submission of a written application to the address (1) below and upon payment of a nonrefundable fee of **Ten Thousand Pesos (Php 10,000.00) or in US Dollar equivalent.** The method of payment will be via cashier's check or in cash to **BOHECO I DBP TAGB. Account No. 0055117800.** The document can be pick-up directly from the address (1) and (2) below.

Bids must be delivered to the **address (2) below on or before 2:00 p.m., January 31, 2006.** All bids must be accompanied by a bid security of **Two and One Half Percent (2.5%) of the Bid Price or an equivalent amount in a freely convertible currency.** Late bids will be rejected. Bids will be opened in the presence of bidders' representatives who choose to attend at the **address (2) below at 2:05 p.m., January 31, 2006.**

(1) Development Bank of the Philippines
Engr. Paul Eric del Rosario, Manager-Program Management I- DBS
Head Office: Sen. Gil J. Puyat Ave. corner Makati Avenue,
Makati City
P.O. Box 1996, Makati Central Post Office 1200, Philippines
Tel. Nos.: (+632) 840-34-35, (+632) 818-9511 to 19 loc. 2529/2543/ 2520; Fax No.: (+632) 893-5380

(2) Bohol I Electric Cooperative, Inc. (BOHECO I)
Engr. Carlos B. Itable, General Manager
Barangay Macaas, Tubigon, Bohol, Philippines
Zip Code: 6329
Tel. Nos.: (+6338) 508-0084 to 85
Fax No.: (+6338) 508-8095

(PDI – December 2 & 9, 2005)

BUSINESS

Big firms demand refund from Meralco

By Ronnel W. Domingo

THE FEDERATION OF PHILIPpine Industries yesterday expressed impatience with distribution giant Manila Electric Co. over its alleged delay in refunding its biggest customers of some P18.6 billion in power charges.

Collected between February 1994 and May 2003, the amount represents the 16.7 centavos per kilowatt-hour difference between what the industries paid and what Meralco was allowed to charge its customers.

The Supreme Court ruled in April 2003 that Meralco should return the excess charge that totaled about P29 billion to all its customers.

Meralco has completed the refund for residential customs but has yet to start with commercial and industrial customers.

In a statement, FPI president Jesus L. Arranza complained that it was now more than two years since the High Court issued its final decision but big customers "have yet to collect a single centavo."

"The release of the refund, which is long overdue, would help a lot of industries that are facing financial difficulties at this time," Arranza said. "(Meralco) should comply with the SC decision."

He said earlier attempts to settle the refund scheme failed when businessmen disagreed with Meralco's proposal to spread the refund due its commercial and industrial customers over a period of eight to 10 years.

But according to Meralco officials, the utility was still processing the required papers from customers to determine how much each company would receive.

Based on the refund procedure, customers also need to submit to Meralco their registration papers with the Bureau of Internal Revenue to give it an idea of how much of the refund would be withheld as taxes.

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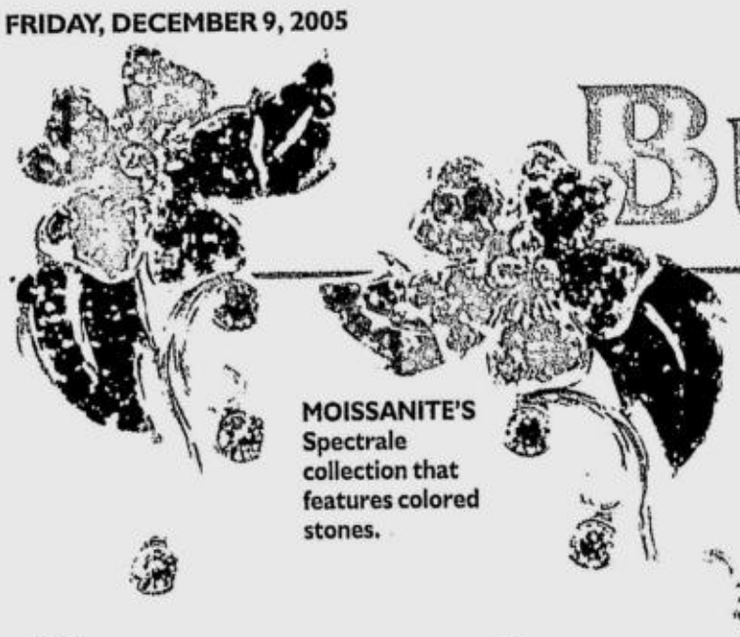
BUSINESS Friday

E-mail: pr_business@inquirer.com.ph

Business Features Editor Margie Quimpo-Espino



MOISSANITE'S Spectrale collection that features colored stones.

MIA FLORENCIO admits its a family-run business but each member has his or her own definite role.

One way to make men look at sparklers

By Margie Quimpo-Espino

MOST MEN WILL NEVER STEP INTO A JEWelry shop, in particular, one that sells diamonds.

The reason being, they cannot imagine how something so little, can cost so much.

This, according to Mia M. Florencio, president of Moissanite Philippines and a gemologist. However she adds they seem more willing to look at the more sparkling yet cheaper moissanite.

She says that while men are not likely to go inside jewelry shops, they notice a relatively big percentage of men going into their shops.

"It's still a small percentage compared to the women buyers but compared to the number of men who go into diamond shops, the numbers are quite big," Florencio says whose mother's family was among the oldest jewelers in Manila.

Seeing a growing male market has prompted Moissanite to further tap into it next year. Florencio says they will launch a "For men only" collection which will include rings, cuff links and other men's accessories.

Moissanite is a gemstone. The Gemological Institute of America defines a gemstone as a natural or synthetic stone that possesses the attributes of beauty rarity and durability.

Moissanite was named after Henri Moissan, a Nobel-prize winning chemist who discovered silicon-carbine in a meteorite in Arizona in 1893.

In 1905, silicon-carbide was named Moissanite in his honor. Moissanite was largely used for industrial purposes but in the '80s Cree Research developed a process for producing large single crystals of Moissanite. It was General Electric or GE which financed the research on moissanite as a possible gem. In 1995, a master diamond cutter said that properly cut Moissanite crystals would make a magnificent jewel.

One of the engineers from Cree became part of a firm called C3 which started producing moissanite for jewelry.

In 1997, Renato A. Florencio, then president of the Philippines Jewelry Association, received materials about moissanite and was interested. In 1998, through Florencio's firm, Recomira-Ray Corp., the Philippines became the first international distributor of moissanite.

According to Mia the move to immediately open a shop was hastened by the the overwhelming sales and interest exhibited by buyers and consumers during the first Guild of Philippine Jewellers' exhibition at the World Trade Center in December 1998.

By February 1999, Recomira-Ray opened Moissanite in Glorietta.

Mia says the timing of the opening was perfect because it ran smack into the Asian financial crisis which meant consumers were looking for cheaper alternatives for some of their passion, including jewelry.

But Mia cautions that some consumers are surprised, even shocked at the price of Moissanite jewelry.

"Since it has been described as an alternative to diamond, people think it is cheap," she says. But although she says it is cheaper than diamond on a comparative basis, it is still a gem.

She talks about a 13 carat Moissanite that sold for P580,000. The buyer was a man who made it into a ring. It was as big as a 25 centavo coin.

Ironically, Moissanite had to develop its own tester because the previous gadget used to test for diamonds, would also register a moissanite as a diamond. Charles & Covard the firm which markets Moissanite for fine jewelry, developed the Tester Model 590 and J-Fire to identify Moissanite from diamond.

Moissanite also launched Spectrale, a collection of colored stones.

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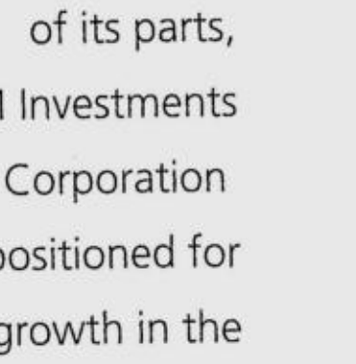

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Makati Ave., cor. Kalayaan St., Makati City
Tel. (02) 899-1111Fax. (02) 899-1415
Email: makati:citygardenhotels.com

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Palm Plaza Hotel
Pedro Gil corner M. Adriatico Sts., Manila
Tel. (02) 522-1000 Fax 525-8013
www.palmplazahotel.com

THE ROYAL MANDAYA HOTEL

Royal Mandaya Hotel
J. Palma Gil St. Davao City
Tel. (082) 225-8888/fax (082) 225-1888

Camp John Hay Manor
Loakan Road, Baguio City
Tel. (074) 446-0231 to 50

City Travel Hotel

City Travel Hotel
15 Kisad Road, Baguio City
Tel. (074) 445-0456 / Fax (074) 445-0457

the Golden Pine

Golden Pine Hotel and Restaurant
Intersection of Carino St. and Legarda
Road, Baguio City
Tel. (074)444-9970 to 71/740-8975/
Fax. (074) 446-0704
Email: goldenpinehotel@skyinet.net

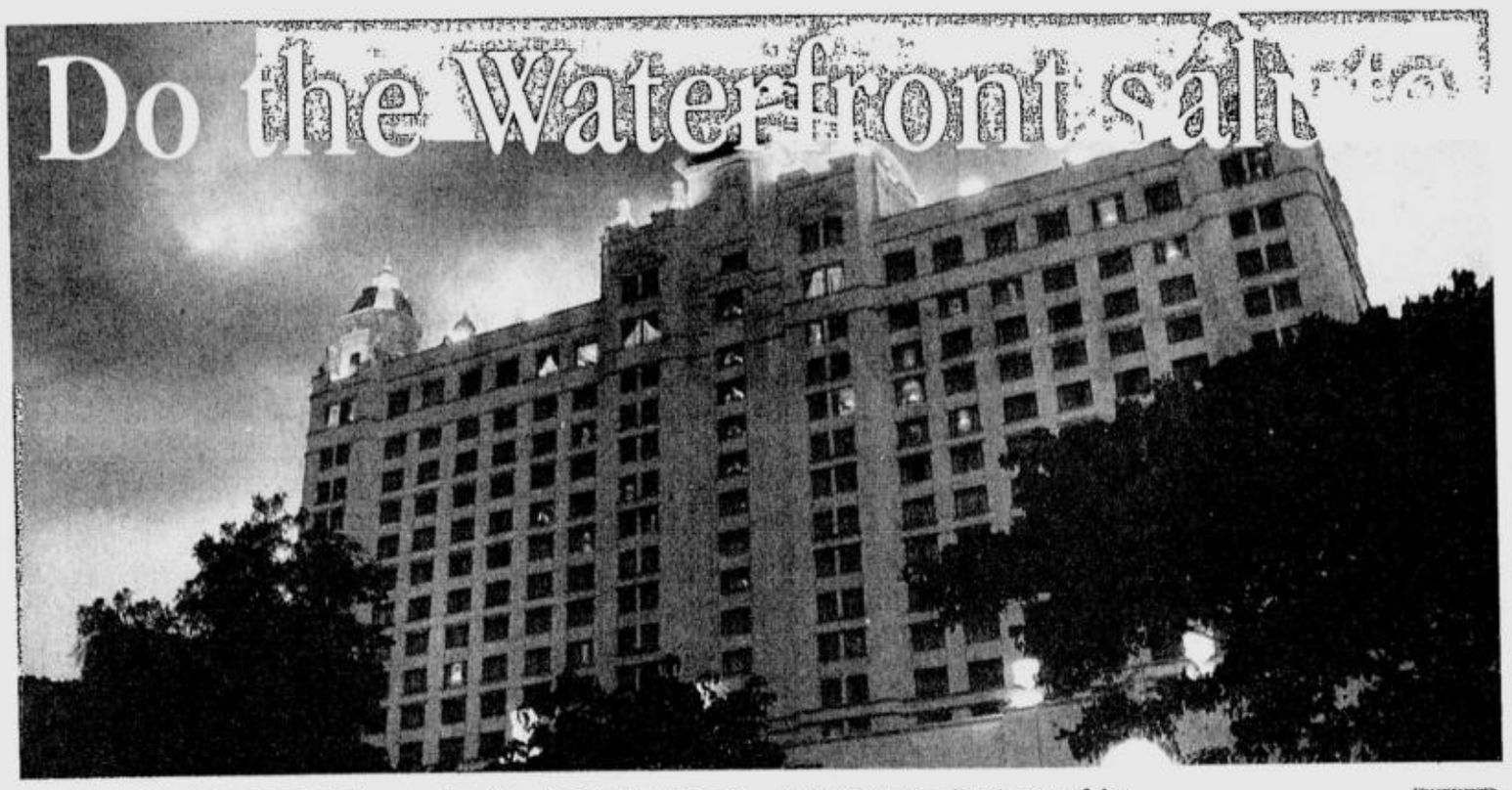
TAAL VISTA HOTEL

Taal Vista Hotel
Managed by Fuego Hotels & Properties
Km. 60 Aguinaldo Highway, Tagaytay City
Tel. (632) 886-4325, (6346) 413-1000
Email : taalvista@fuegohotels.com

SUMMER PLACE HOTEL

Summer Place Hotel
Km. 288 Marcos Highway, Baguio City
Tel. (074) 446.0560, 446.5400-01
www.SummerPlaceBaguio.com

The Regent Hotel
Elias, Angeles St., Naga City
Tel. (6354) 4722626 / Fax (6354) 4722525



Do the Waterfront salute

WATERFRONT HOTELS & CASINOS (WHC) salutes its loyal customers with the Salute Loyalty Program, an exclusive membership program. Now, WHC clients can experience unbelievable rewards, special perks, exciting freebies and amazing discounts for patronizing Waterfront Hotels & Casinos. How you might wonder. Well, with the Salute Loyalty Program, members earn points for every eligible purchase in room accommodations, food and beverage outlets and banquet availments. The more points you earn, the better the rewards!

So how does one go about becoming a member? It's really simple! Simply collect all the official room accommodations, food and beverage, and banquet receipts amounting to the minimum requirement of the card you wish to apply for. There are three types of membership: Salute Classic and Salute Ambassador, which are available for individuals, and Salute Executive, which is available for bookers. One may enjoy Salute Classic privileges for a minimum purchase of P5,000 in guest room accommodations, food and beverage, and banquet receipts or a combination of the three within a year. To be a Salute Ambassador member, a minimum purchase of P38,000 is required also in guest room accommodations, food and beverage, and banquet receipts or a combination of the three within a year. Lastly, to be a Salute Executive member, which is exclusive to corporate bookers, a minimum purchase of P50,000 is needed in guest room accommodations, food and beverage, and banquet receipts.

Plus, get an additional 4 points for every P2,000 net single purchase when you dine in one of the Waterfront Hotels & Casinos-owned restaurants. This is valid from Nov. 20 to Dec. 31. Earn additional 3 points when you book using the Christmas promo. Christmas promos vary in different Waterfront hotels. This is valid for Classic and Ambassador cardholders only. Salute Executive members earn an additional 5 points when they book a total of 10 rooms from Dec. 1 to 31.

Should you have comments and inquiries, one may contact the following Salute Hotlines: Waterfront Cebu City Hotel & Casino at tel. no. (032) 232-6888. Waterfront Airport Hotel & Casino at tel. no. (032) 340-4888, Waterfront Insular Hotel Davao at tel. no. (082) 233-2881-87, and the Manila Sales and Reservations Office at tel. no. (02) 687-0888 or visit our website at www.waterfronthotels.net.

Christmas party packages at City Garden Hotel

IF YOU ARE LOOKING FOR AN IDEAL place to celebrate your upcoming Christmas party in Manila, you may consider choosing City Garden Hotel - Makati, its great Christmas party packages comes complete with a buffet meal of either Fiesta Filipino, Western, Continental, Fisherman's Fare or its signature, City Garden Menu. For as low as P35,000+, it already includes use of a function room, basic décor, dance floor and discount on drinks.

For those special get-togethers, City Garden Hotel Makati presents Party packages for as low as P24,750+ inclusive of buffet menu or barbecue grill and discounts on drinks. Its wedding and debut packages come for as low as P59,000+ inclusive of a buffet menu for 100 persons, a cake, souvenirs, floral arrangements, and other amenities. Receptions venues may be held at its cozy, fully -equipped function rooms or at the al fresco Roofdeck, with a wonderful view of the metropolis. Hold your party on a weekday and enjoy further discount of almost 10-30 percent from the package.

For those needing extra pampering, the Body & Face by Mendez at the hotel's Upper Penthouse level has special packages for individuals, couples or group.

As an added amenity, the hotel is offering free scheduled shuttle service to the Makati CBD.

City Garden Hotel Makati is located in Makati's restaurant strip at 7870 Makati Avenue corner Kalayaan Avenue, Makati City. For reservations or inquires, please call (02) 899-1111, or its domestic toll free number 1-800-101-GARDEN (427336), or at www.citygardenhotels.com.

Dusit Hotel Nikko's Holiday Room Package

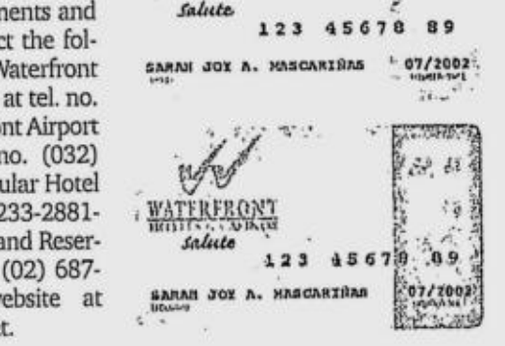
CELEBRATE THE HOLIDAYS AT DUSIT HOTEL Nikko from Dec. 18 to Jan. 8, 2006 and enjoy timeless perks for you and your family. Stay in the hotel's luxurious Deluxe Rooms, guests may choose from the specially designed Holiday Room Packages.

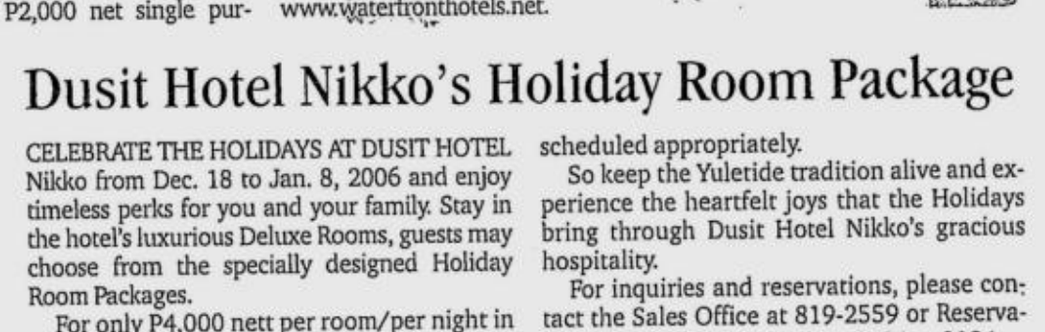
For only P4,000 nett per room/per night in a Deluxe room, guests will enjoy complimentary holiday photo portrait**, 10 percent F&B discount in any outlet, buffet breakfast for two (2) at The Café. For an additional P800, guests will receive two (2) access coupons to Fiesta San Miguel's New Year countdown inclusive of one (1) round of fresh brewed beer per coupon.

Rates are valid for local residents and expatriates with ACR. Photo sessions will be made available at the hotel's lobby and will be scheduled appropriately.

So keep the Yuletide tradition alive and experience the heartfelt joys that the Holidays bring through Dusit Hotel Nikko's gracious hospitality.

For inquiries and reservations, please contact the Sales Office at 819-2559 or Reservations at 867-3333 extensions 3131 to 3134.





PHILIPPINE CHAMBER OF ARRASTRE AND STEVEDORING OPERATORS AT THE EXECUTIVE PLAZA HOTEL

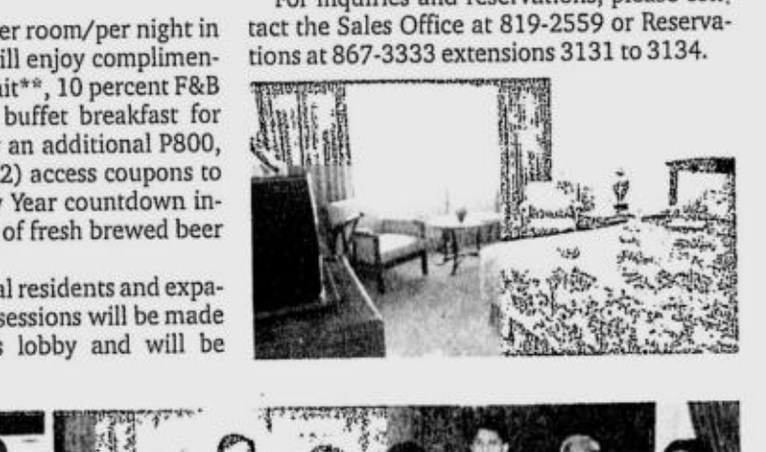
The Philippine Chamber of Arrastre and Stevedoring Operators or PCASO recently had a general membership meeting at the Mabini Ballroom of The Executive Plaza Hotel. Shown are: (standing, from left) Lizette Narvas - banquet account manager of The Executive Plaza Hotel, Wilfredo Velilla - PCBSI-San Jose, Jennifer Ann Merida - PCBSI-Sec, Danilo Singson - Bright Star, Bienvenido Badelles - Imasco, Nestor Maprangala - Iliasco, Rafael Cosme - ATI-Batangas, Gabriel Muñasque - SCIPSI, Gary Paloma - ZCIPSI, Artson Famor - Secretariat; (seated from left) Jose layson Jr. - Visayan Veteran Port, Ignacio Malate - Lipsi, lawyer Marcos Arcadio Lauron - secretary general, engineer Albert Suansing - NSPDC, Rommel Ibuna - PCBSI and Sushing Chew Jr. - Dipsscor.

Edsa Shangri-La's 2 + 1 Holiday package

EDSA SHANGRI-LA'S CHRISTmas Package offers one complimentary night for every two nights booked from Dec. 14 to Jan. 6, 2006.

For only P10,800++, Philippine residents may stay in a Superior Tower Room for two consecutive nights with breakfast and get the third night for free. This means more time for revelry and Christmas shopping for the whole family. And after a fun-filled day, its time to relax in the newly-renovated pool or eat in any of the restaurants and enjoy 10 percent discount or avail of the 20 percent discount on massage services.

Edsa Shangri-La's 2 + 1 Christmas Package is definitely the ultimate solution to gathering family and friends during the holidays, a wonderful escape from the hustle and bustle of the season. For inquiries and reservations, please call 636-9083 to 87 or email reservations.esl@shangri-la.com.



PALM PLAZA HOTEL'S MANAGEMENT GROUP

Shown are Palm Plaza Hotel's department heads composed of (first row, sitting, from left) Precy Resurreccion - guest services and communications manager, Barbie Canlas - sales manager, Ghie Gomez - resident manager/ corporate director of sales, Yolly Valderama - chief accountant, Lorna Vargas - front office supervisor (second row, standing, from left) Beth Teodoro - general cashier, Mindaflor Bernal - F&B chief accountant, Maricel Maycong - HR officer, Boy Geloryao - chief engineer, Jessie Binauhan - assistant executive chef, Geronimo Arcos, Jr. - chief security officer, Alma Lim - purchasing officer, Cynthia Balindoa - F&B supervisor and Lailani 'Ching' de Castro - banquet and catering sales manager.

Antiques keep banker energized

Emil stands along side of an old balayong table and benches from Batangas.
SONNY MALLARI, PDI SOUTHERN LUZON BUREAU

By Delfin T. Mallari Jr.
Lucena City

FOR BANK EXECUTIVE EMILIO "Emil" Pillar, 50, what has possibly spared him from being burned out due to his stressful job is his resurrected interest in antiques—dust, cobwebs and all.

Diagnosed as suffering from mild hypertension in 1992, Pillar heeded his doctor's advice to slow down, or better still, spend some time doing some calming activities to ease his tension.

"At first, I spent time taking care of a flower garden for a hobby. But later on, my interest in antiques was rekindled. I found out that antique hunting and collecting provide me with a natural therapeutic high," the banker said in an interview inside a resthouse located in the vast compound of his wife's clan in Barangay Gulang-Gulang in the outskirts of Lucena City.

The hobby has grown into a profitable business venture, with the help of his wife Redemption, who works in the same bank.

Today, Pillar maintains a branch in San Pablo City in partnership with Patis Tesoro, one of the country's noted fashion artists.

Hobbyist

"My wife handles the business aspect while I concentrate on the acquisition of quality stocks. When we conducted our latest inventory, I couldn't believe that our collection is now worth several millions of pesos," Pillar said.

A native of Torrijos, Marinduque, Pillar said antique collection has been his hobby since he was still an accounting student at the Luzonian College here in the early '70s.

For him, a relic should be at least a century-old to be classified as an antique. But some heirloom pieces, which are only 60 to 80 years old, sometimes also invite attention and appreciation from serious hobbyists, he said.

In the Philippines, one of the most common antique pieces are furniture items like tables and chairs.

Why his passion for antiques? "I think it's the artistic side of my person, which unfortunately [has] not [found expression]," Pillar said.

Places

To enrich his collection and satisfy his fascination with heirloom pieces, he has gone to Marinduque and Mindoro as well as Vigan, Ilocos Sur. He considers Batangas as the antique haven in Southern Tagalog.

He admitted that he found it hard to relate with antiques from northern Luzon and the Bicol region.

"Most of them are reproductions. The originals are all being kept by the owners," he said.

He said he seldom buys antiques from bazaar and mall exhibits. He finds it more satisfying if he personally discovers the items.

"I also like to unravel the history of the piece straight from the owners themselves," he said.

Collections

Inside his resthouse hangs two rusty clarinets and an old accordion from northern Luzon.

Outside lies a 60-year-old boat from Bicol with several century-old glass floaters or sea buoys from Patnanungan, Quezon.

In his "mini-museum" located right after the gate of the compound is a curious mix of antique furniture, vintage *capiz* windows, excavated potteries, religious icons, four-post beds, jars and vases, Chinese porcelain and glassware, old ceramics and sculptures, among many other exciting material memories of the past.

He acquired some of these during his 45-day European tour.

One can also step on old and sturdy railroad tiles from the Philippine National Railroad tracks, which now serve as a wood walkway in his garden.

Old houses

In his quest for antiques and their links to the past, Pillar also buys dilapidated vintage houses, including all the old belongings inside.

He has bought six antique houses in Unisan, Quezon, and another century-old residential structure in Calamba City near the old house of national hero Dr. Jose Rizal.

He recalled how a visiting Manila-based journalist was astounded when he found his late grandfather's Mosler vault as part of Pillar's collections.

Pillar bought the journalist's ancestral home in Unisan, including a collection of old books and the vault with the owner's name still decipherable.

He also recalled how Paco Magsaysay, the grandson of former president Ramon Magsaysay, was amazed one morning after he dropped by in a local branch of Pillar's shop in Barangay Isabang along the Maharlika Highway.

"I showed him an old painting of his grandfather when he was still the secretary of national defense. Paco bought it outright, no question asked," he said.

Pillar said he acquired the painting after he bought the old house of one of the late president's avid political supporters in Candelaria, Quezon, whose family was leaving the country for good.

He stressed, however, that he seldom convinces antiques owner to sell him the stuff.

"Most of the time, it is the antiques' owner who comes to me, especially those heirs who find it hard to divide old but valuable things," he said.

Rose diamond

He considers a rare "rose diamond" as his prized find.

"Somebody is buying it for more than P100,000 but I would rather keep it," he said.

He said he found the diamond in a bulk of antique items sold to him by the heirs of an old clan who could not possibly understand and appreciate the mysterious splendor behind the dusty and cobweb-covered objects.

Pricing an antique piece that he wants to have depends on the rarity of the object and how it captures his interest.

He said he maintains a roster of clients, all with a standing order for specific line of antique items.

Normally, he prices his wares on how much cash he spent on it.

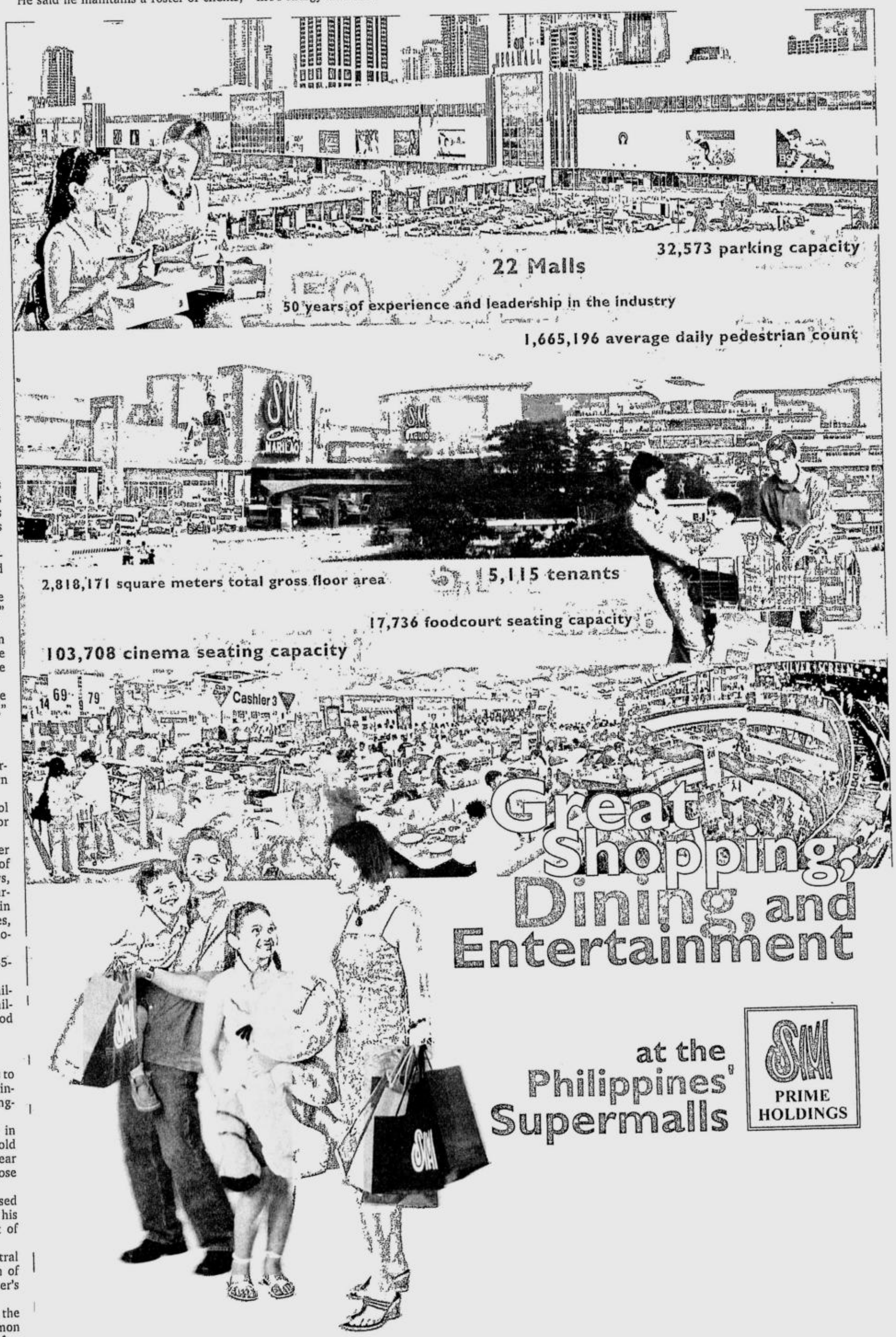
"Again, it all depends on the rarity of the item. But in fairness to the buyers, I price the item [based] on how much I bought it. A little mark-up is enough," he said.

However, he still advises antique owners to keep the old family memorabilia for posterity.

He plans to build a "period house" using the parts of demolished old homes to serve as a mini-museum for his array of priceless heirlooms and exquisite vintage pieces.

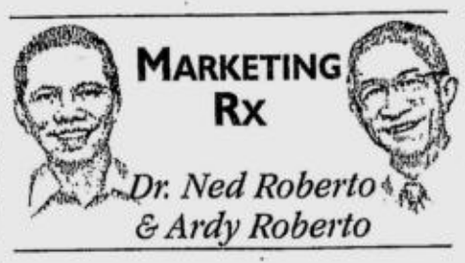
"I want to impart the message that from scratch, one can build a priceless legacy for the next generation," he explained.

When the INQUIRER asked him to described the feeling of one surrounded by relics of the past, he replied with a glint of contentment in his eyes: "I feel great. Antiques, this is my passion. It brings back life's energy and zest."



BUSINESS Friday

Are focus groups better than UAI surveys?



Q: WHEN WE'RE LOOKING FOR consumer insights, we don't rely anymore on the UAI market study. We've shifted our entire research budget to FGDs (Focus Group Discussions). We've found all our UAI surveys to be superficial. For example, we wanted to find out what it is about a chocolate drink that mothers find good for their children. In our past UAIs, we just kept getting the same answers: "chocolate taste" and "good for the body." Our ad agency creative team regarded these as "no-brainers" and said they could have told us these shallow reasons-for-buying and not wasted money just to be told something everyone already knew.

In contrast, our last FGD found mothers talking about chocolate taste in more specific and more insightful ways. They talked, for instance, about a chocolate taste that's "rich milky chocolate; more milky than chocolatey." This got our ad agency creative team all excited.

Your column often refers to the UAI but you've never talked about its limitations in uncovering consumer insights.

Does this mean you don't believe it to be superficial about consumer insights? In fact, there were one or two occasions when you seem to regard the UAI as insightful. Are we missing something about the UAI?

A: For readers who are new to the use of market research, let's start by a quick clarification about our two acronyms: UAI and FGD. The UAI is short for the quantitative survey, "Usage, Attitude, Image" market study. The FGD is the abbreviation for the qualitative research, "Focus Group Discussion."

Let's go directly to your two related questions. First: Don't we believe that UAI is superficial about consumer insights? Answer: We certainly do not.

In our experience, if a particular UAI study turns out to be superficial because it failed to uncover a new consumer insight, that's most probably because you allowed it to be so. Here's why.

In a quantitative UAI survey on the topic you mentioned, namely, chocolate drink, the question asked of mothers and which yielded what you regarded as the superficial answer "chocolate taste" was this question: "What have you found good for your children in a chocolate drink? What else?"

When the responses to this question are not probed, then indeed they are superficial. They are answers about generic chocolate drink attributes like: "chocolate taste," "thick looking," "consistent texture," "good aroma," and so on.

We underscored "not probed" because that's where your key to making the UAI insightful is to be found. And that also answers your second question: "Are we missing something about the UAI?"

Let us explain by our own UAI study also on chocolate drink where we did probing. When the survey asked mothers the what-found-good question, one of the generic "superficial" answers it got was: "magaling siya sa katawan" (good for the body). When we probed and probed deeply, meaning, up to the second degree, here are the "insights" we got.

A first-degree probe question on this generic response would go like this: "What is it specifically about a chocolate drink that you found particularly good for your children's body?" Here are the most mentioned of the responses that the mothers interviewed gave:

- "*para sa tiyan*" (for the stomach)
- "*pag gutom ka at pag me* stomach ache *ka*" (when you're hungry and when you have a stomach ache)

It's clear that these responses to a first-degree probe are not that specific and insight rich. They are typical of responses to a first-degree probe.

As you can tell yourself, they are not the kind of insights that would quickly count for your ad agency creatives as consumer buying "motivators."

To get to those "motivators," you need to go up to a second-degree probing. A second-degree probe question is like the first-degree probe question. Following through with our example, for the "good-for-the-stomach/stomachache/hunger" first degree probe response, the second-degree probe question on this gave the following three most mentioned responses:

1st. "*kasi* it warms the stomach" (because it warms the stomach).

2nd. "*mahusay siyang pang* relieve *ng* hunger especially in-between meals" (it's good at relieving hunger especially in-between meals).

3rd. "*galing niyang mag*-neutralize *ng* acidity of the stomach" (it's good at neutralizing stomach acidity)

This time you have the consumer insights you were after. You effectively have FGD-quality data. If you pause and think about it, this is not surprising at all.

Consider what essentially is an FGD. It is a research that probes, probes, and probes some more.

So to integrate this character you're after in your UAI, do probings. It usually suffices to go up to a second-degree probing for your sought-after insights. In most cases, to go up some more is usually not cost-effective. The new "insights" yielded are rephrasings of previous insights or closely related ones.

Speaking about being cost-effective in your market research, your resorting to the FGD is no longer so. A professionally done FGD will now cost you P50,000 to P60,000 per group.

The typical practice is to have four groups. That's a P200,000 to P240,000 research project.

In contrast, an abbreviated UAI of a sample base of 100 consumer respondents with probes in the core questionnaire items on product attitudes would cost you about P180,000 to P200,000. So there's not much of a difference in cost. It's now a mistake to assume that you're getting a less expensive research via the FGD.

And you don't have the critical ratios to judge which of the insights you uncovered in an FGD have the larger number of consumer-believers. FGDs are qualitative research studies. They give you "qualitative" data, not "quantitative."

If you adopt our abbreviated UAI model with second-degree probing, you get a 2-in-1-research productivity. You get: the quantification of the insights in terms of the "percent mentioning and/or agreeing" with each second-degree insight; and qualitative, FGD-quality answers and insights from the second-degree probe question. Won't that count for you as an ultimate in research cost-effectiveness?

So there you are. When it comes to getting consumer insights, avoid thinking in terms of "qualitative research" versus "quantitative research." It's not "versus" it's "and."

What combination of the quali and quanti would get you to those consumer insights in the most cost-effective way? Actually, this research mindset applies not only to getting insights but also to all of your market research projects.

Keep your questions coming. Send them to us at MarketingRx@pldtDSL.net or text us at 0919-314-5412. God bless!

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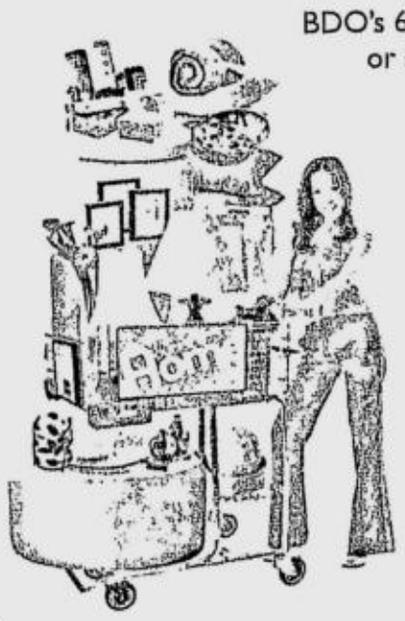

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BUSINESS Friday

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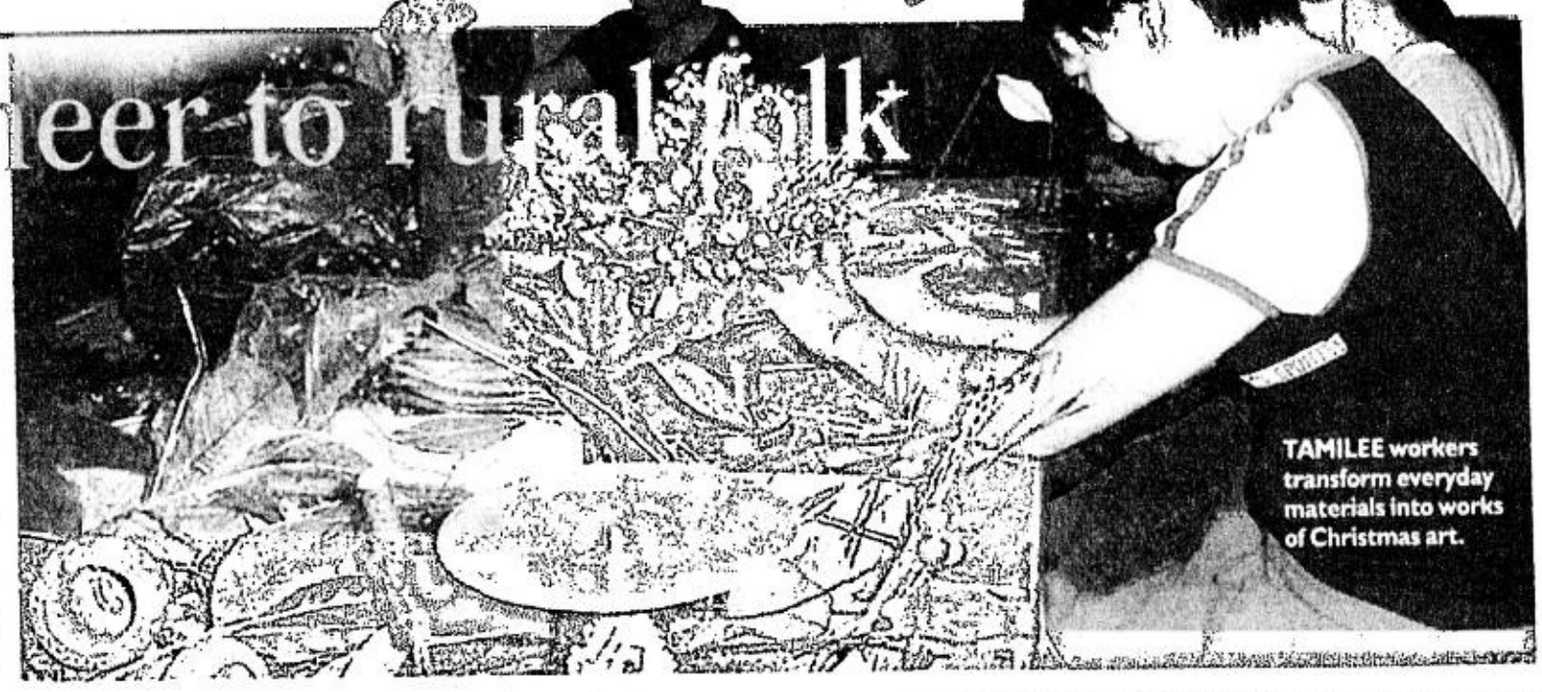
Decor gives cheer to rural folk



TAMILEE workers transform everyday materials into works of Christmas art.

By Tina Arceo-Dumlao

BUYERS OF TAMILEE CHRISTmas decorations in the United States and Europe may not know it, but their dollars and euros go as far as the tribal communities of Benguet in the north and small entrepreneurs of Quezon in the south.

They provide Tamilee with vines, leaves, twigs, grass, pine cones, pots, baskets, papier mache products, tin containers and other items that she and her corps of designer put together to come up with exquisite decorations that never fail to bring about that Christmas spirit.

Tamilee depends on this army of suppliers to maintain its stature as one of the country's biggest exporters of Christmas decorations, with its products occupying pride of place in homes of the upper crust of American and European society.

Many of them have been with founder and chief designer Tami Leung since she started the company 18 years ago, and they share in her success.

One such supplier is an Igorot woman from Baguio, where the Leungs are from, who has made a good living collecting pine cones, a major raw material of Tamilee products.

She started by just collecting pine needles and cones by herself.

Today, she has a network of about 35 people who deliver truckloads of pine cones fashioned into baskets to Tamilee, especially during the peak production season.

"They used to deliver pine cones of all sizes," Leung says, "we taught them to segregate them and to look for the right size."

She says she also had to impress upon these communities that they have to take care of the pine trees that produce the all-important cones.

Tamilee is also helping communities in Quezon and Batangas that take care of collecting all kinds of vines for Tamilee.

It also started from just one person going into the forests to collect vines.

As Tamilee's grew, so did the network, and their skills in looking for the right kind of vine to go with specific designs catering to the discriminating export market.

A Pampanga community is also among the suppliers of Tamilee. Its job is to supply all kinds of clay pots numbering about 30,000 to 40,000 pieces in a year.

Leung says she found the community during one of her frequent travels to the countryside to look for materials.

The Pampanga clay makers used to just do one kind of clay pot. Through training and coaching, they now produce pots in all shapes and sizes, with different textures and finishes.

A tin maker from Antipolo and a papier mache producer from Paete went through similar changes in their designs.

Leung says they definitely have the skill, which was why they were invited to supply materials in the first place.

What they needed to improve their skills was exposure to a different market to open their eyes to new design possibilities they never knew they could do.

Leung says that aside from executing different designs, she also had to teach these entrepreneurs

DECOR/ B3-2

XC70 OOOHH'S & AAHH'S

Driving a great vehicle creates diversified notion and emotion – depending on the driver and vehicle he drives. Below are reviews from illustrious car critiques and writers who took the Volvo XC70 for a test drive. Though compositions and wordings bear differences, you'll find out that their reviews share a common context – they've been pleasantly surprised and impressed after experiencing the Volvo XC70.

"The Cross Country does track speeds off the beaten track – in estate comfort. Take the XC70 onto softer ground, and Volvo's roster of electronic helping hands come into play. Floor it, and the AWD system can direct up to 65 percent of the drive torque to the rear tires. And if that doesn't help, the TRACS anti-spin system steps in to apply any of the 4-wheel disc brakes to the spinning wheels."

KENNETH QUINTAL
PUBLISHER, EDITOR-AT-LARGE
CI MAGAZINE

"The accommodations are first-rate with ample everything for five or even six people. The interior is very driver-oriented with every control within easy reach. The switches are well-damped and solid–worth every penny you'll spend on this car or crossover wagon or whatever you'd like to call it. The controls are easy to use and decipher, albeit a bit of a button fest."

ULYSSES ANG
MOTORING JOURNALIST, MOTIONCARS.COM
MANILA TIMES CONTRIBUTOR

"As this big Swede will haul five big passengers and as much cargo as can fit in the commodious rear cargo area with relative ease thanks to the sheer grunt from its 210 bhp 2.5-liter 5-cylinder 20-valve engine, it's go-anywhere all-wheel-drive system and its high ground clearance. Torque from the Light Pressure Turbo (LPT) engine is a generous 236-lbs-ft available from as low as 1800 rpm. The result of having so much twisting force at such a low engine speed is instant forward squirt from a mere tap on the accelerator. Acceleration is further abetted by the XC70's 5-speed automatic transmission's Geartronic™ system that allows manual up and downshifts."

MANNY DELOS REYES
EDITOR-IN-CHIEF
SPEED MAGAZINE
CONTRIBUTOR, THE PHILIPPINE STAR

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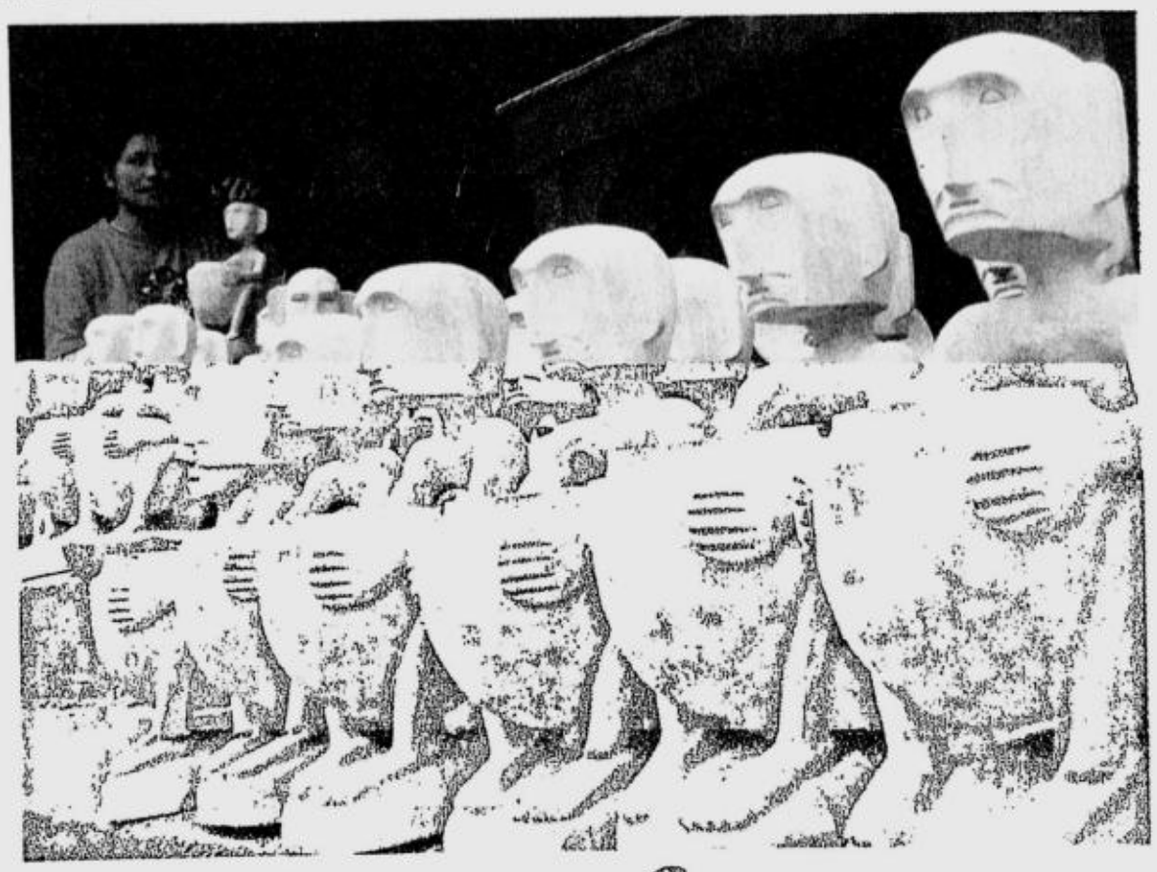
Photo may vary from actual unit available at dealership.



THE USUAL squatting bul-ul, the Cordillera rice granary guardian, is given a new twist with the addition of a jar or a bowl that can hold items. The piece retails for P700-P1,200.

Asin craftsmen carve new niche

SHOP OWNER Monette Bandao says customers look for wooden nativity sets as Christmas decors.

THE WOODEN elephants are being prepared for a trade fair in Manila. The elephants sell for P50 to P1,000, depending on their sizes.

By Vincent Cabreza
PDI Northern Luzon Bureau
Photos by EV Espiritu

BAGUIO CITY—IFUGAO trader Monette Bandao grew up a rabid anti-Marcos advocate, but this 40-year-old now believes the martial law years were the heyday of the Asin woodcarving village, 6 kilometers from downtown Baguio.

The village is dominated by migrant Ifugaos, who brought along their skills as craftsmen to the markets of Baguio by providing this town with wooden sculptures of Indians, saints, animals and ritual icons.

The woodcarvers used to draw tourists when they set up makeshift trading posts on Kennon Road and Marcos Highway.

Bandao says she was only in grade school in the 1970s, but she remembered that a nap then was a luxury.

Whenever a van drove by the village shops, carrying American soldiers who were based at Camp John Hay, Subic Naval Base or Clark Air Base, Asin woodcarvers knew their quotas had tripled.

Work became a 24-hour chore for craftsmen who handcrafted wooden elephants, horses, men-in-the-barrel, tigers, horses and replicas of the Buddha, she said.

Export fees during her childhood ran up to only P35,000 for a container van shipped to Japan or Taiwan, she said.

Nowadays, shipping off a container van of woodcarvings to Israel, the United States, France or the United Kingdom is taxed more than P50,000.

Government support has also been reduced to seminars and lectures.

Trade officials used to mount marketing blitzes for Cordillera products, which helped Kankanaey weaver Narda Capuyan of Narda's fame earn international acclaim, Bandao said.

But the 21st century has delivered two new options to Asin.

Bandao says they have rediscovered the value of mumbaki (Ifugao ritual priests), who are now hired to help them divine the future of their individual trading contracts.

The mumbaki guided the decision making process of Ifugao villages centuries ago.

Their second option is to take advantage of technological advancements, she says.

Asin woodcarvers have discovered resin and are now producing fiberglass sculptures. *With a report from EV Espiritu, PDI N. Luzon Bureau*

ONE of the best-selling products in Europe is this piece called "Angels in Branches" from acacia. An 18-inch piece sells for P3,000.

SM PRIME president Hans Sy with PRA head Mars Chua

PRA's picks mall of the year

SM CITY BAGUIO WAS awarded as the Philippine Retailer's Association's Shopping Center of the Year.

SM Prime Holding's president Hans T. Sy received the prestigious award from PRA officials led by president Mars Chua. Earlier that evening, SM Group founder and chairman Henry Sy Sr. was given a touching tribute as the Father of Philippine Retail by President Macapagal-Arroyo.

To qualify for PRA's Shopping Center of the Year award, the mall must be in operation for at least three years for those with single branches. For malls with multiple branches existing for a number of years, the qualification is waived.

Finalists are judged on the basis of marketing and promotions, 40 percent; sales, 20 percent; operations, 20 percent; environment, 10 percent; and reputation, 10 percent.

Located on a 79,763-square-meter property at the site of the former Pines Hotel in Session Road, SM City Baguio is a mall like no other. The 106,231-square-meter mall has six levels and definitely goes out of the box of traditional mall design.

SM City Baguio sprawls, following the contour of the land. Its design is inspired by rice terraces, which Northern Luzon has been known for, and one can get a breathtaking view of the beautiful city of Pines in the terraces surrounding it. The mall has been designed to bring the fresh mountain air into the central areas, which is highlighted by a canopy and scenic elevator.

Eating out options include good food ... fast at the SM Food Court, as well as a mix of international food chains like Pizza Hut, Wendy's, KFC, and Shakey's; local food chains like Jollibee, Chowking, Goldilocks and Greenwich, as well as cool restos like Tokyo Tokyo, Teriyaki Boy, and Kitaro.

The mall also has four state of the art cinemas with a total seating capacity of 2,656 as well as amusement centers. In a city where parking space is precious, the mall has 800 parking slots.

Like all other SM malls, SM City Baguio aims to be part of the communities its serves. It is a catalyst for growth with many homegrown tenants doing brisk business in the mall. These include Angles Bar, Aromin Garden, Arshylle Handicrafts, Baguio Pet Habitat, Balconaje, Brod Pit, Casusi Derm Clinic, Cottage GI's, Country Home Decors, Dentista, Diskubre Pet Shop, DL Silver Shop, Don Henricos, Eartech, Fitness Edge, Florose Garden, Got Hub Internet, Gracious Angeli, Highland Souvenir, Ibay's, Jose Dental Clinic, Kalapaw Taste of Laoag, King Louis Flower Shop, Koffa, Krekjons Cacti Garden, Kubong Sawali, Kwentong Barbero, Lagman's Antique Shop, Little Curio Souvenirs, Masferre, Musar Music, Native Platters Grill, Pasalubong Baguio, Pdes 2000 House of Silver, Peaches and Arts, Pines Multi, Point and Grill, Ron and Mar Handicrafts, Sagada/Naduma Souvenirs, Sergio's Restaurant, Sizzling Plate, Steak and Toppings, Swiss Baker, Taz Soft Ice Cream, Tea House, Thorns and Thistles, Toppings and Treats, Unicom, Vanellis, Woodnymph Korean Restaurant and Xprints.

SM City Baguio also has taken an active part in community events like the Panagbenga Flower Festival in February, and the Baguio Chartered Day celebration.

SM City Baguio's design team includes Design International, a foreign design consultant for the mall; Jose Siao Ling and Associates, architects; New Golden City, general contractor; and DA Abcede and Associates, project manager.

Decor ...

From page B3-1

the importance of delivering products at the right time.

Meeting delivery dates, she says, is vital in the export industry.

One delayed shipment could mean the black listing of a company from the tight and highly competitive export market.

Other communities benefiting from the demand for Christmas decorations include one from Los Baños and Zambales, which collect agojo or lowland pine cones and banaba seed pods and another from Nueva Vizcaya that harvests cogon and grasses used to make baskets and fillers of the wreaths and center pieces.

"We really have the most creative people," Leung says.

Bringing out their innate skills and helping them improve their living, she says, makes running the business even more fulfilling.

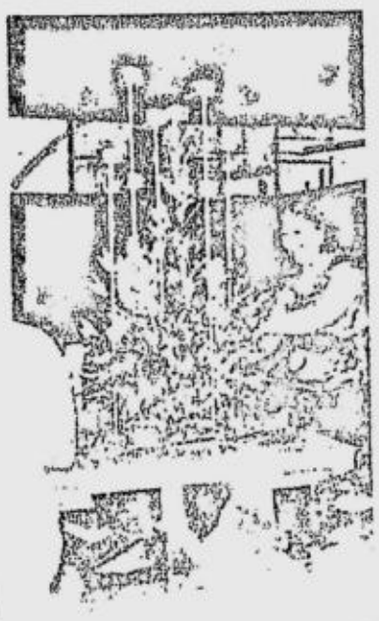
She cites the case of one of the foremen of Tamilee's factory, which she and her husband, Nelson, helped set up in business.

"We noticed that he was very good with metal work, he had a good eye for fabrication and a nice sense of proportion, so we helped him set up his own business," Leung says.

He is now earning much more than what he used to as a foreman, and is more fulfilled knowing that his business is his own.

Tami and Nelson Leung are doing the same for the rest of the workers who made Tamilee what it is today.

"What we want is to pass on our business to the employees, many of whom have been with us since the start," Tami says.



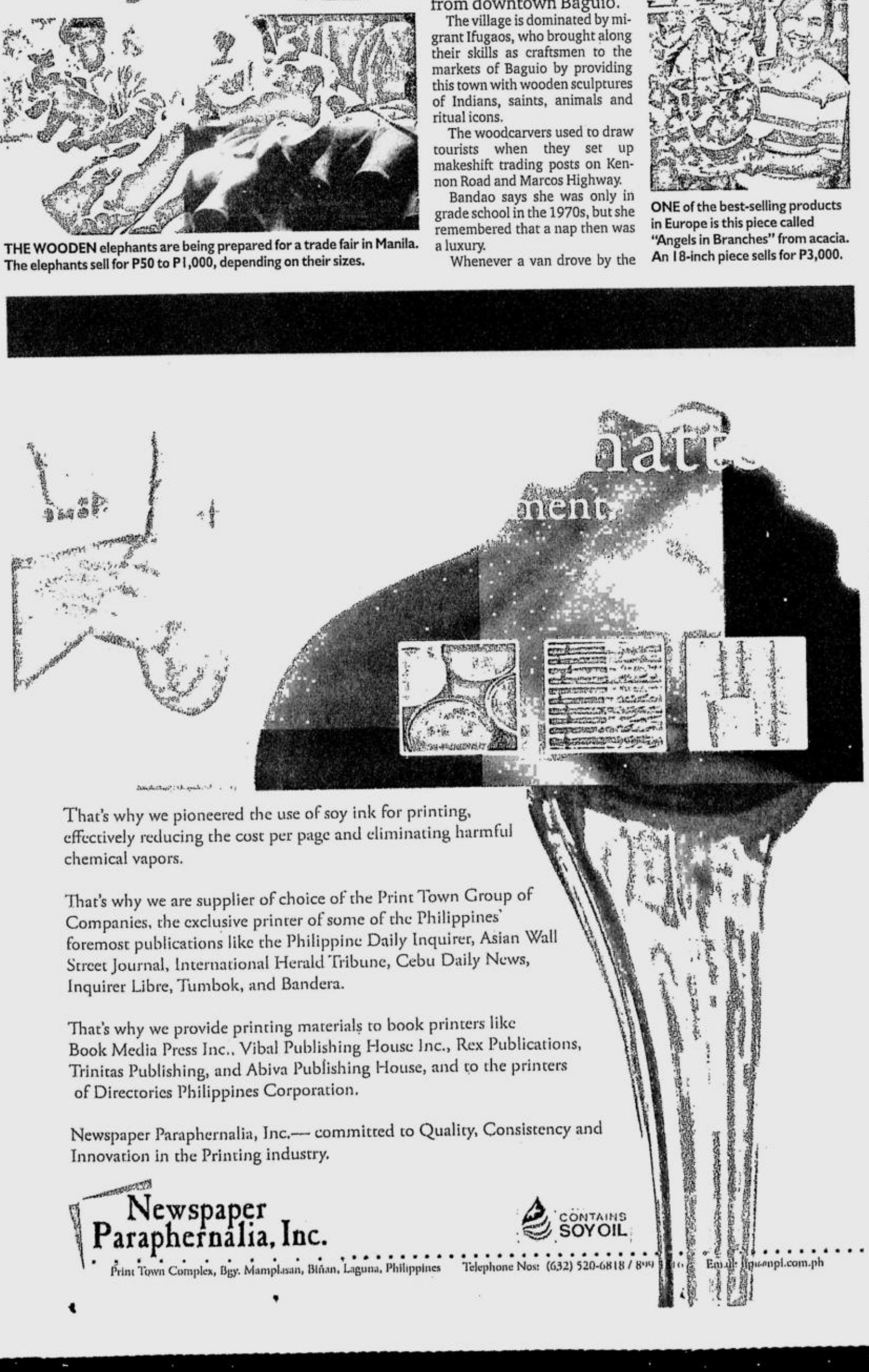
PUTTING the final touch on Christmas decoration that will make their way into the US and Europe.

The Leungs started the ball rolling when they reorganized the workforce last year into two cooperatives, whose business is to manufacture the Christmas decorations for Tamilee.

Thus, they are no longer mere employees but part owners of cooperatives with a viable business.

Tami says it will take some time for the members of the cooperative to get used to running a business, and not act as mere employees, but she is confident that they will get to a point that they can run the business by themselves.

"They have to be prepared because we cannot go on working forever," Tami says. "Since nobody in the family is interested in running the business, the best thing to do is turn over the business to our employees."



INQUIRER TV GUIDE
Friday, December 9, 2005

Miss World
55TH MISS WORLD 2005
SANYA CHINA

SA SABADO NA! 9:30 P.M.

ABC
Iba Talaga!

ClickTheCity.com

Channel	2:30PM	3:00PM	3:30PM	4:00PM	4:30PM	5:00PM	5:30PM	6:00PM	6:30PM	7:00PM	7:30PM	8:00PM	8:30PM	9:00PM	9:30PM	10:00PM	10:30PM	11:00PM	11:30PM
ABC 5			Winner TV Shopping		PBA				Sentro	PBA					Big News	So You Think You Can Dance		Real Stories	
ABS-CBN 2	Kapamilya Cinema				Little Amy	Mr. Bean	Naruto	Amazing Twins	Meteor Garden Season 2	TV Patrol World	Man Anghel Na Walang Langit	Kampanerang Kuba	Panday	Vietnam Rose	Pinoy Big Br	Kung Fu Fight Fights			Insider
AXN		David Blaine Vertigo		David Blaine Frozen in Time		Gamemax	Hollywood's Greatest Stunts	Amazon		The Outer Limits (Season IV)		Mondo Magic	E Buzz	The Patriot					A Few Good Men
Cartoon Network	Johnny Bravo	Dexter's Laboratory	Powerpuff Girls	Tom & Jerry Show	Baby Looney Tunes	Cozo's Confused Christmas		Justice League Unlimited	The Batman	Power Rangers Wild Force	The Gransazers	Battle B-Daman	Machine Robo-Rescue	Cozo's Confused Christmas		Justice League	Static Shock	Justice League Unlimited	The Batman
Cinema One		Gigolo				Dekada 70				Pa-Siyam				Bales Na Lansonjan				Kulayan	
Cinemax			Action Jackson (3:45 PM)				Stranger At The Door			Groundhog Day (7:15 PM)				Nowhere To Run			Cape Fear		
CNN		Business International		World News	World Sport	Larry King Live		Business International		World News	World Sport	World News Asia		World News	World Sport	World News Asia		Your World Today	
Discovery Channel		Power Zone				Wild Discovery				The Most Extreme		American Chopper		Animal Face-Off		Mysteries Of Asia		Crime Night	
Disney Channel	Mr. Bean The Animated Series	Totally Spies	Art Attack/Un-bakaw Bunny	Mickey Mouse and Friends	Lilo & Stitch	Sabrina The Animated Series	Totally Spies	Kim Possible	Mr. Bean The Animated Series	That's So Raven	Wonderful World Of Disney	Sportscenter Asia	World Snooker Tour 03/04 - Embassy World	Brandy & Mr. Whiskers		Mickey Mouse and Friends	Chip N Dale's Rescue Ranger	Wonderful World Of Disney	Sportscenter Asia
ESPN			Track & Field/ Athletics Spar European Cup				Boxing Series Friday Night Fights				English Premier League Preview								
ETC		Simple Life	Knock First	Hr Edited Version Of Today Show		Eliminate	Change of Heart	Seinfeld	Ambush Makeover	Arrested Development	GBB	Joan Of Arcadia		Average Joe		Entertainment Tonight	The Insider	The Tonight Show With Jay Leno	
EWTN	The Word Was Made Flesh	Angelus (3:15 PM)	The Donut Man	Angel Force	Suffering And The Love Of God	Rosary With Mother Angelica	Stations Of The Cross	EWTN Gallery	Super Saints	Life on The Rock Encore		Marriage Works In Christ	Defending Life	Daily Mass (SAP) Live		Anselus (10:15PM)	Holy Spirit In The Church	Father Corapi And The Catechism Of The Catholic Church	
Fox News		Hannity & Colmes		On The Record With Greta Van Susteren		The O'Reilly Factor		Your World With Neil Cavuto		Fox & Friends						Fox News Live			
GMA 7	Kung Mamahalin Mo Lang Ako	Now and Forever	Dale With Tiffany		Dragonball Z	Slam Dunk	Frog Prince	24 Oras		Extra Challenge	Sugo	Encantadia	Starstruck 3	Jewel In The Palace		Bubble Gang			Saksi
Hallmark Channel	Bewitched IV	Judging Amy		HCA, The Fairytaler	Sesame Street		Who's The Boss	Bewitched IV	The Nanny II	Family Law II		Judging Amy		To The Ends Of The Earth			Wife Swap III (10:35PM)		Family Law II (11:25PM)
HBO			Pure Country				Big Fish				Landslide			S.W.A.T				Dreamcatcher	
IBC 13							IBC Express Balita	Sea Games											
JackTV	Family Guy	Stripperella	The Sib Show	WWE Smackdown				Swool	Just For Laughs (Gags)	Mad TV		Joe Schmo Show		WWE Survivor Series 2004				Worst Case Scenario	
Lifestyle Network	Country Style	Interiors By Design	Decorating With Style	Decorating Cents	Mollo Mario	Sweet Dreams	30 Minute Meals	Bill Boggs Corner	Unwrapped	Ming's Quest	Intimate Portrait		Behind The Velvet Ropes	Life & Style		Guess Who's Coming To Dinorala		Iron Chef America	
MTV Philippines	MTV Hits	MTV Ask	Mush		Trippin	Pop Inc		MTV Hits				Get Hitched	Get Spotted	Dives		Wade Robson Project	Trippin	MTV Hits	VH1 Video Collections
MYX		Rock MYX	My MYX	Mellow MYX	Urban MYX	Take 5	OPM MYX		Star MYX	MYXILOG	Pop MYX	MYX Daily Top Ten		Club MYX	MYX Versions	Urban MYX	My MYX	MYX Backtrax	OPM MYX
National Geographic		Tattoo Touch The Forgotten Sense		Sacred Skin		Top 5		Wow!		About Asia		Nat'l Geographic Specials		Amazing Moments		True Face Of Humanes			
NBN				New Life TV Shopping		Teledyaryo		GSIS Member's Hour		Sea Games		Teledyaryo				Kamao		Bantay OCW With Susan K	
Nickelodeon	Blues Clues/ What Planet Are You From	Rugrats	Hey Arnold!	My Life As A Teenage Robot/ Right On Top	The Adventures Of Jimmy Neutron	SpongeBob SquarePants	The Fairly Odd Parents	All That	Naturally Sadie	Romeo	Drake & Josh	The Fairly Odd Parents	All Grown Up	As Told By Ginger	Rocket Power	Chalkzone	The Wild Thornberrys	The Angry Beavers	The Brothers Garcia
PBO			Ang Misis Kong Hoodlum				Huwag Kang Lumingot				Bertud Ng Putik				Basta Ikaw Nanginginig Pa				Ang Galing-Galing Mo Babe!
Qtv		Endless Christmas (Natividad Sin Fin)	Manana (Sin Perdig Conambido)	Cabecita	MMS (My Music Station)	Krusada Kontra Krimen	Moms		Golden Bowl	Star	Laugh To Laugh: Ang Kuit	Ganda Ng Lola Ko		All In	News On Q	Love Life		Groupee TV	
RPN 9	TV Shopping		Defenders Of The Earth	Hey Arnold!			As Told By Ginger	Entertainment Tonight	The Insider	WWE Smackdown		Cold Case		Medium		Newswatch Now	TV Greats On Friday		
SBN 21		New Life TV Shop						Winner TV Shopping		Sagupaan		Oras Ng Himala		Oras ng Katotohanan		Music Video		Oras Ng Himala	
Solar Sports		FIVB World Champ Cup Women's Event: Bra vs USA				2005 IBF Hongkong Badminton finals					Super X Series Blast	Sportsdesk		NBA Game Wizards @ Pacers					NBA Action
Sports Plus						ACC Men's Basketball TBD				Monster Jam Ep. 11 Indianapolis Show A		Racewold		Nopi Tunervision	BD Spring Break Cancun	Target World Chall. Presented by Countrywide D1			
Star Movies			In America			Veronica Guerin (5:15 PM)				Cold Creek Manor				Out Of Time			Aliens (10:45PM)		
Star World		The Bold & The Beautiful		Hollywood Squares	Whose Line Is It Anyway?	Angel		The Simpsons	Malcolm In The Middle	Star News Asia	Friends	TNA Wrestling		The Collector/ Miss World		Angel/ NYPD Blue		Friends	Ultimate Force
Studio 23		Rave						The Batman	Justice League Unlimited	Wazzup Wazzup		Survivor Guatemala		Barkada Nights		News Central	Oprah		Just Shoot Me

TV SCHEDULES ARE SUBJECT TO CHANGE WITHOUT PRIOR NOTICE.

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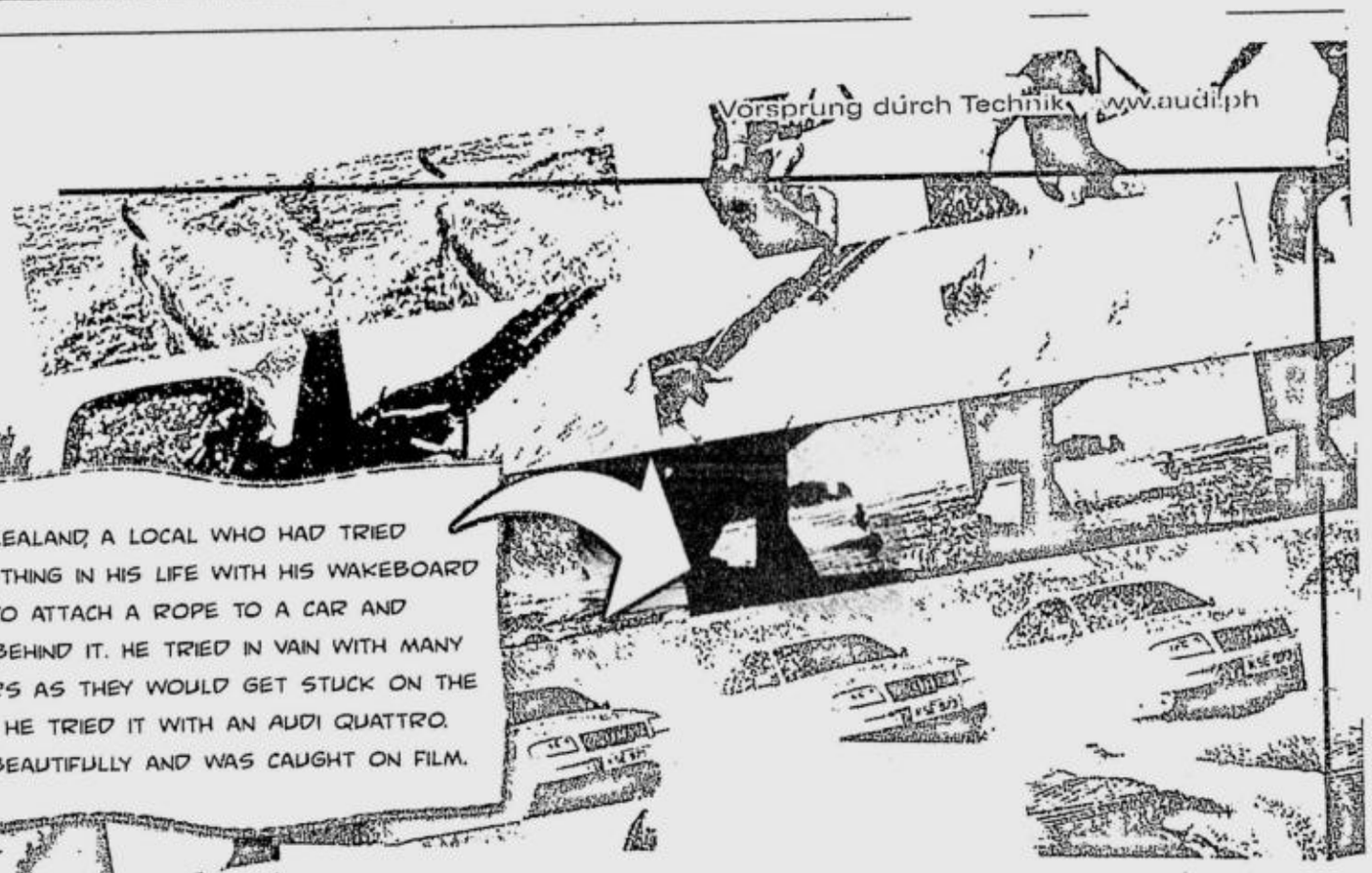
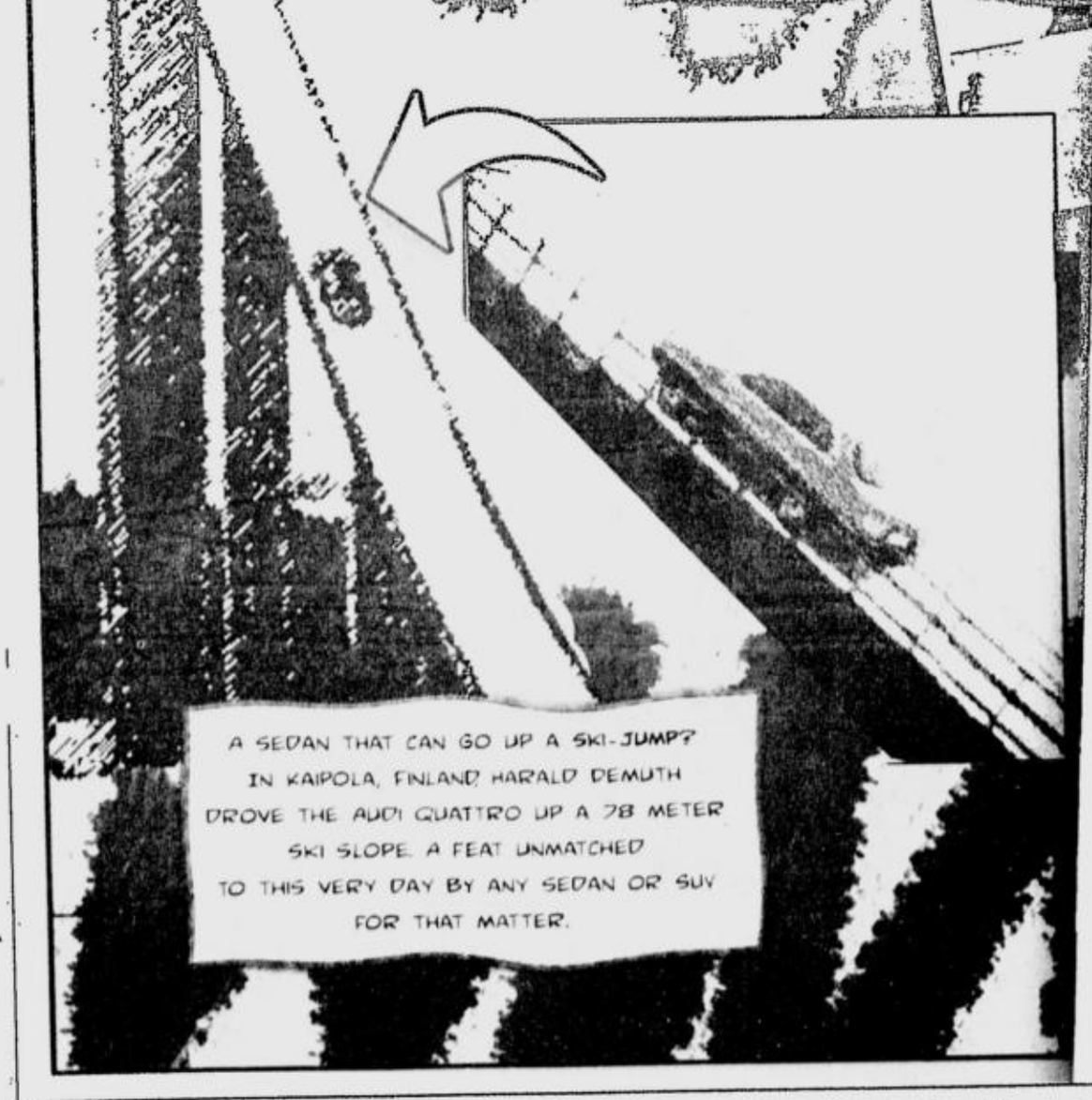


IN NEW ZEALAND, A LOCAL WHO HAD TRIED ALMOST EVERYTHING IN HIS LIFE WITH HIS WAKEBOARD WANTED TO ATTACH A ROPE TO A CAR AND WAKEBOARD BEHIND IT. HE TRIED IN VAIN WITH MANY DIFFERENT CARS AS THEY WOULD GET STUCK ON THE BEACH. UNTIL HE TRIED IT WITH AN AUDI QUATTRO. IT WORKED BEAUTIFULLY AND WAS CAUGHT ON FILM.



A SEDAN THAT CAN GO UP A SKI-JUMP? IN KAIPOLA, FINLAND HARALD DEMUTH DROVE THE AUDI QUATTRO UP A 78 METER SKI SLOPE. A FEAT UNMATCHED TO THIS VERY DAY BY ANY SEDAN OR SUV FOR THAT MATTER.

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BUSINESS Friday

Creative execs get reality check at ad awards

By Angel V. Guerrero
Contributor

TWENTY YEARS AGO, THE AD INdustry aimed to be "globally competitive." This year, there was a united front to actualize this aim. The recently concluded Araw Awards competition, the most prestigious local advertising awards, provided the much-needed reality check.

There were less winners "but each medal is more valued," said Melvin Mangada, chair of the creative committee. The judging, he said, "is probably the toughest" in the history of the competition with Asia's best talents forming part of the jury. The judging was done in a way that an Araw gold would measure to at least a bronze in big international competitions like Cannes or Clio.

Jureeporn Thaidumrong, one of Asia's top creatives, said the move to benchmark against world standards was a positive move. "Everyone in the jury agreed that the work chosen should show how ready we are for the world."

"We are at the turning point for the industry," Richard Irvine, chief creative officer of Leo-Burnett Philippines, remarked. "There will be a lot of debate but we have to take our clients with us."

Many were disappointed that their work did not get through but it is "a wake-up call for us to embrace it positively rather than go back and lick our wounds," said Irvine.

"There is a dearth of talent here," commented Irvine. "What let us down is production."

John Merrifield, TBWA Japan's regional creative director, who saw Thailand's and Malaysia's advertising reach world standards, believes the Philippines is, "on the cusp, we are really there. David Guerrero (chair of BBDO) opened the door for the Philippines. And Melvin Mangada (creative head of TBWA) has also gone through the same doorway. They are showing people the way."

"There is still a lot of deadwood who resist change, I see this living in Japan. The faster we embrace change, the better. Getting out of the comfort zone, get into the territory that you are not doing." He said that we are trying to copy the formulas to win awards. A good tip 'Make news not just ads.' We have the power to change people's behavior."

Merrifield said that ad agencies in Asia are not making brands more valuable or creating impact in the market place. "What determines it is great work."

Doing the best work and not having an eye on the trophy is what Yoly Ong, chair of Campaigns & Grey, suggests to the ad industry. "Because the trophy will follow and then clients will celebrate with us."

TV work according to Todd McCracken, regional creative director of Publicis, "is sloppy." He sees more techniques over ideas, and product demonstration over ideas. There is also a need to study international reels to benchmark on quality.

"Only a few local TV commercials are of international standards," remarked Prasoon Joshi, regional creative director of McCann-Erickson and Araw TV Jury head. "Certain ideas were left at early stage of inception. The potential of the idea was not stretched."

"The quality of work in radio was the highest we have had in a long time," shared Mon Jimenez, head of the Radio Jury and partner as JimenezBasic.

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The Getz struts a horizontal radiator grille slat and the prominent "H" badge that lends a visual continuity to the front view. It has a projector-type clear head lights, round fog lamps, a unique 3-nozzle washer system for the Front Wipers, refreshed tail lamps, and all Power Featuresall contributing to an ideal blend of form and functionality.

Well-designed interiors comprise of a Roof Side Tray, Power Window Switch, Steering Column under Tray, Cluster, Map lamp, Glove Box, Seat Back Hook, Seat Side and Door pockets, and a Floor Console. A Luggage Board and Net also provide extra storage to maximize passenger space.

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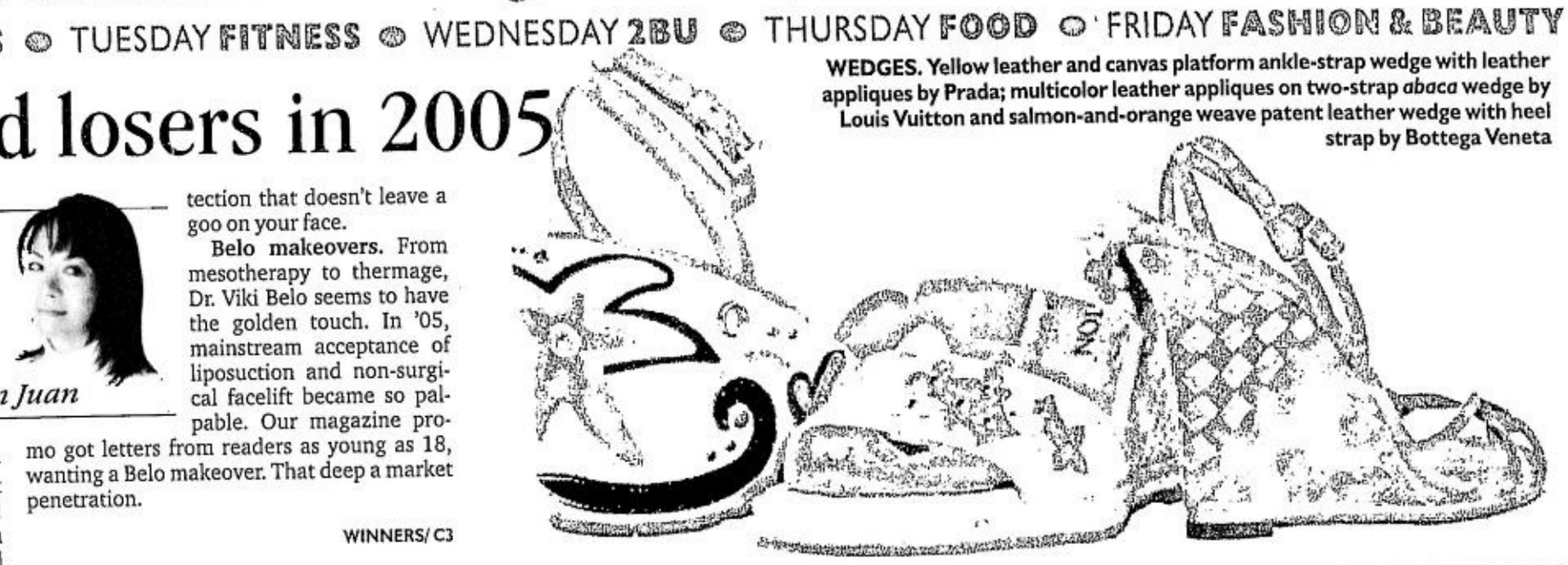
Editor **Chelo Banal-Formoso**

Winners and losers in 2005



WEDGES. Yellow leather and canvas platform ankle-strap wedge with leather appliques by Prada; multicolor leather appliques on two-strap *abaca* wedge by Louis Vuitton and salmon-and-orange weave patent leather wedge with heel strap by Bottega Veneta

LIFE-STYLED

Thelma Sioson San Juan

"I HAVE T-SHIRTS older than you!"

That's the best line I heard last week: Uma Thurman, 37 years old in the romantic comedy "Prime," sizing up a gorgeous but only 23 years old Bryan Greenberg on their first date.

I'm not about to go into the art of cradle-snatching, however. There are better authorities and occasions for that. What rang a bell for me was the T-shirt. How vintage!

Amazingly, vintage continued to reign in 2005, meaning anything from the '80s and earlier than that, from tees, dresses, bags, to really anything in your *lola's aparador*. "Hippie" is today's bohemian chic.

Apart from vintage, here are the winners of 2005, in my book at least:

Jeans, denim and more jeans. Even for after-six "dressy" events, you can't go wrong with jeans, it seems. In various washes and cuts (from boot to '70s bell-bottoms, and the latest, cropped at the knee like riding pants), with various embellishments, jeans are the perfect fit for all age groups.

And the search for the perfect fit is unending. Designer Ino Caluza carved a niche by creating made-to-fit denims. In "Talk Metro," Rajo Laurel advised going for white denim in '06. In London, there's Bodymetrics, which uses scanning technology that takes exact measurements of a customer's figure.

Skirts—from the ultra-feminine, girlish and frilly to the bubble skirt. I honestly thought bubble wouldn't take off, but apparently it is catching on, in less flamboyant form.

Boleros. Hardly a day passes by when I don't see someone in our magazine staff wearing one. They frequent a store in Metrowalk for those.

Boots, especially if you know how to pull it off, like Leica Carpo does, unfailingly, from work to the red carpet.

"Designer" or what I call "artisan" bags. This is a hobby or artistic outlet that has turned good business in many cases. Rachy Cuna, Bea Valdez, Amina Aranaz, Michelle Sison, to name a few. Still a favorite in '05.

Embellished shoes and sandals—those beaded, sequined footwear that flooded the market from China and Korea. When they open a time capsule containing those, tomorrow's fashionistas should readily say, "2005."

Wedges. It saved us from stilettos in 2005. God is merciful after all.

Lace. It works.

168 Shopping Mall. Who hasn't been there? It made Divisoria a for-ladies-who-lunch scene. It also told me where the rest of the Chinese and Korean populations are in the world.

Zara. A success by any measure, it held the other end of the retail spectrum and reportedly made several millions on its first weeks.

Metallics, especially bags. Not as *hoi polloi* as the jelly Kelly of '04, but still ubiquitous enough.

Eyelash extension. It didn't make Ricky Reyes into a multi-millionaire (yet again) the way straight perm did, but it still brought in the women by the droves.

Empire-cut or the baby-doll silhouette. It came to the rescue of women wanting to hide their "puson" (that must be nine and a half out of 10 Filipinas). Auggie Cordero brought it to the level of haute couture when he paraded his high-glam Empress Josephine gowns in black silk chiffon with gold silk lamé inner layers in last week's Metrowear.

Tinted baby powder. In pink, yellow and blue, Ponds has a winner in this tiny talcum powder line. The loose powder is light enough for our hot weather, and the pink tint gives you a natural blush 24/7, from the tennis court to the office.

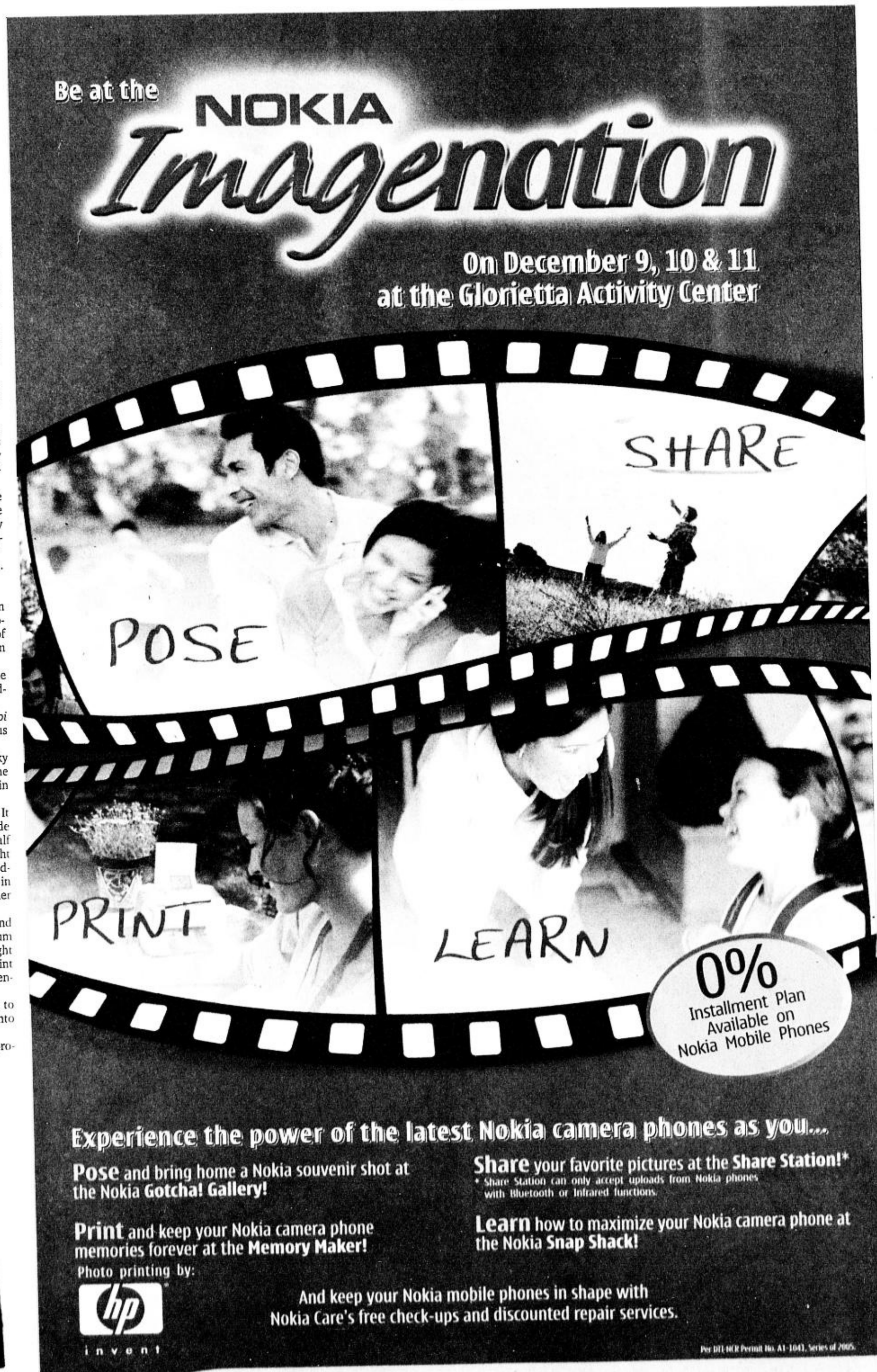
Monique Lhuillier. Her star continues to shine. Breaking into Hollywood, then into New York fashion week is no mean feat.

Shu Uemura Protector. Reliable sun protection that doesn't leave a goo on your face.

Belo makeovers. From mesotherapy to thermage, Dr. Viki Belo seems to have the golden touch. In '05, mainstream acceptance of liposuction and non-surgical facelift became so palpable. Our magazine promo got letters from readers as young as 18, wanting a Belo makeover. That deep a market penetration.

WINNERS/ C3

BOLERO. Carmen Delgado in a Flamenco-inspired long dress with black Bolero by Ghett Eala

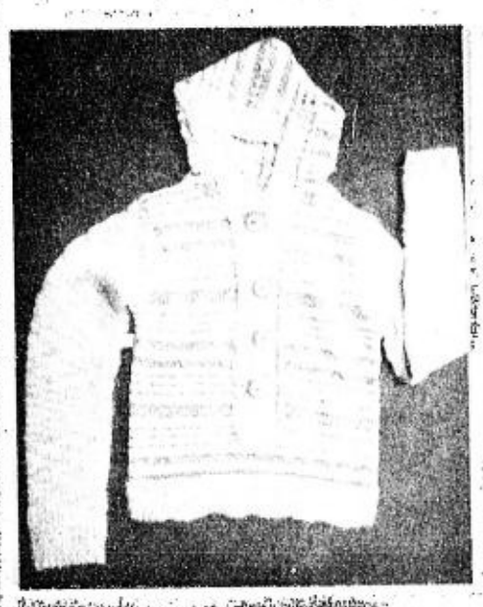


THIS JACKET takes the blah out of black and white, P3,450

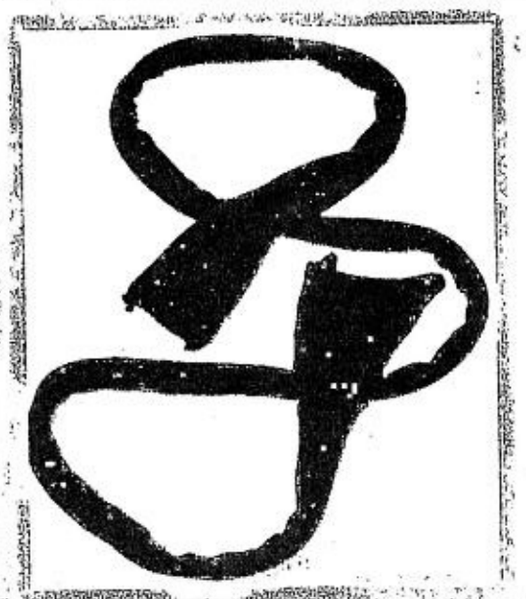
EVERYONE needs a beautiful black shirt, P3,650

BLAZING hot blazer, P2,750

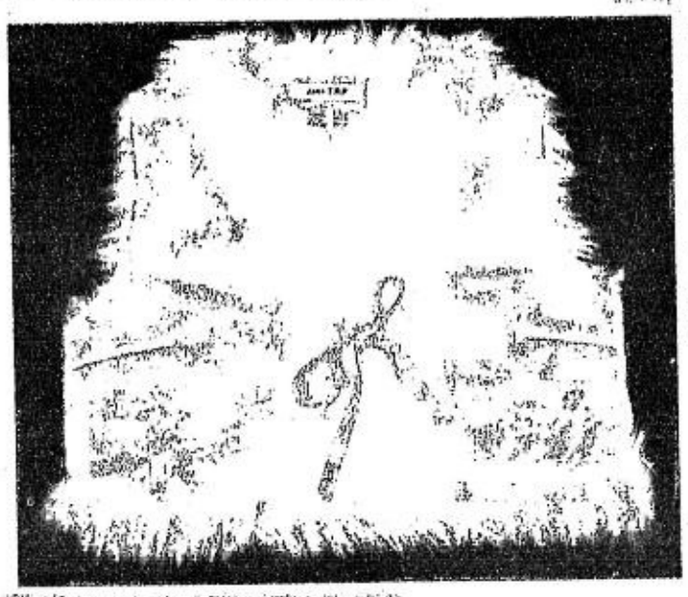
ELECTRIC blue. This rayon top is perfect for a big Christmas party, P3,450



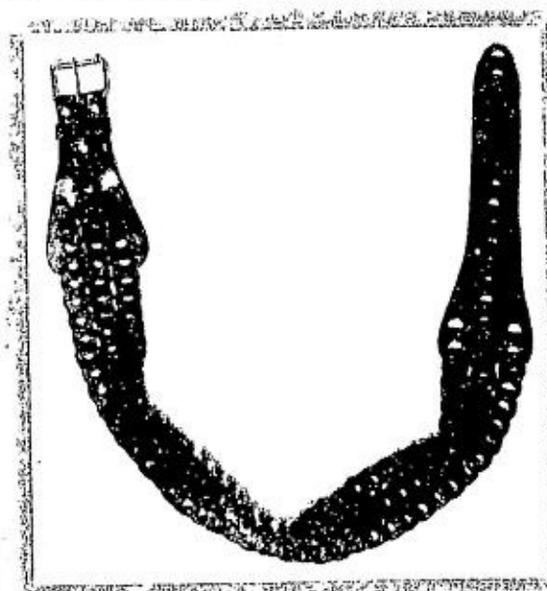
THINK pink. A good old-fashioned sweater can bring back memories of good old-fashioned Christmas, P2,750



THIS scarf will stretch your imagination. It can be tied as a scarf, as a belt, even as a head accessory, P1,950



TWO words—just do it. Vest, P2,450



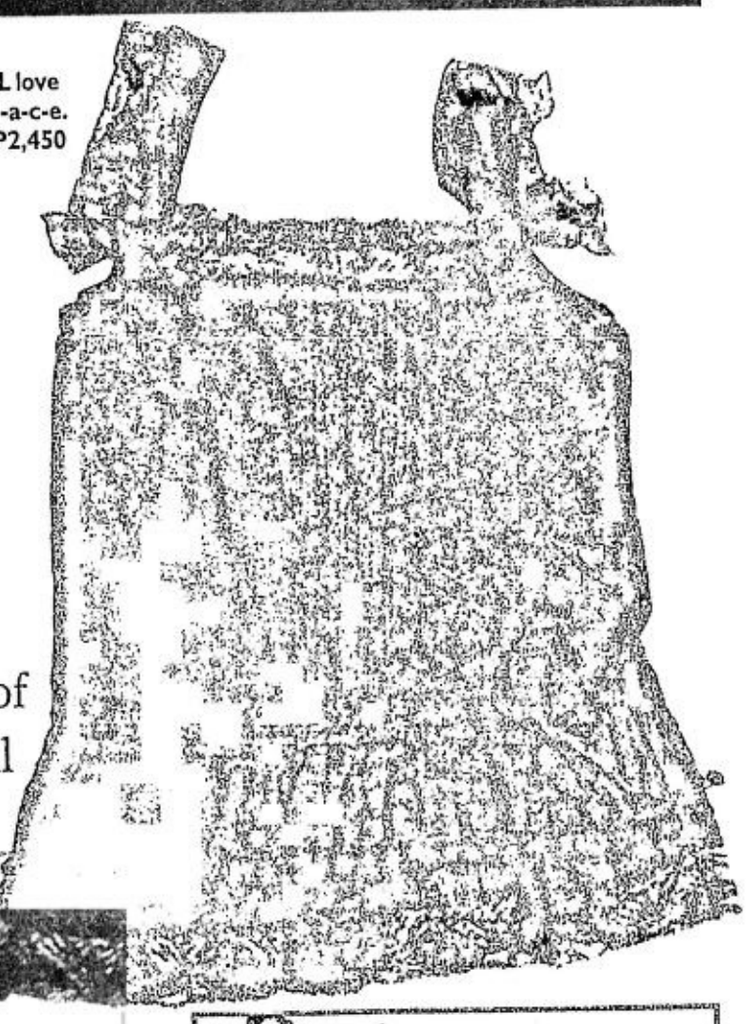
BUCKLE UP. This tube belt will [illegible], P1,450

(FASHION)

CHRISTMAS GIFT GUIDE

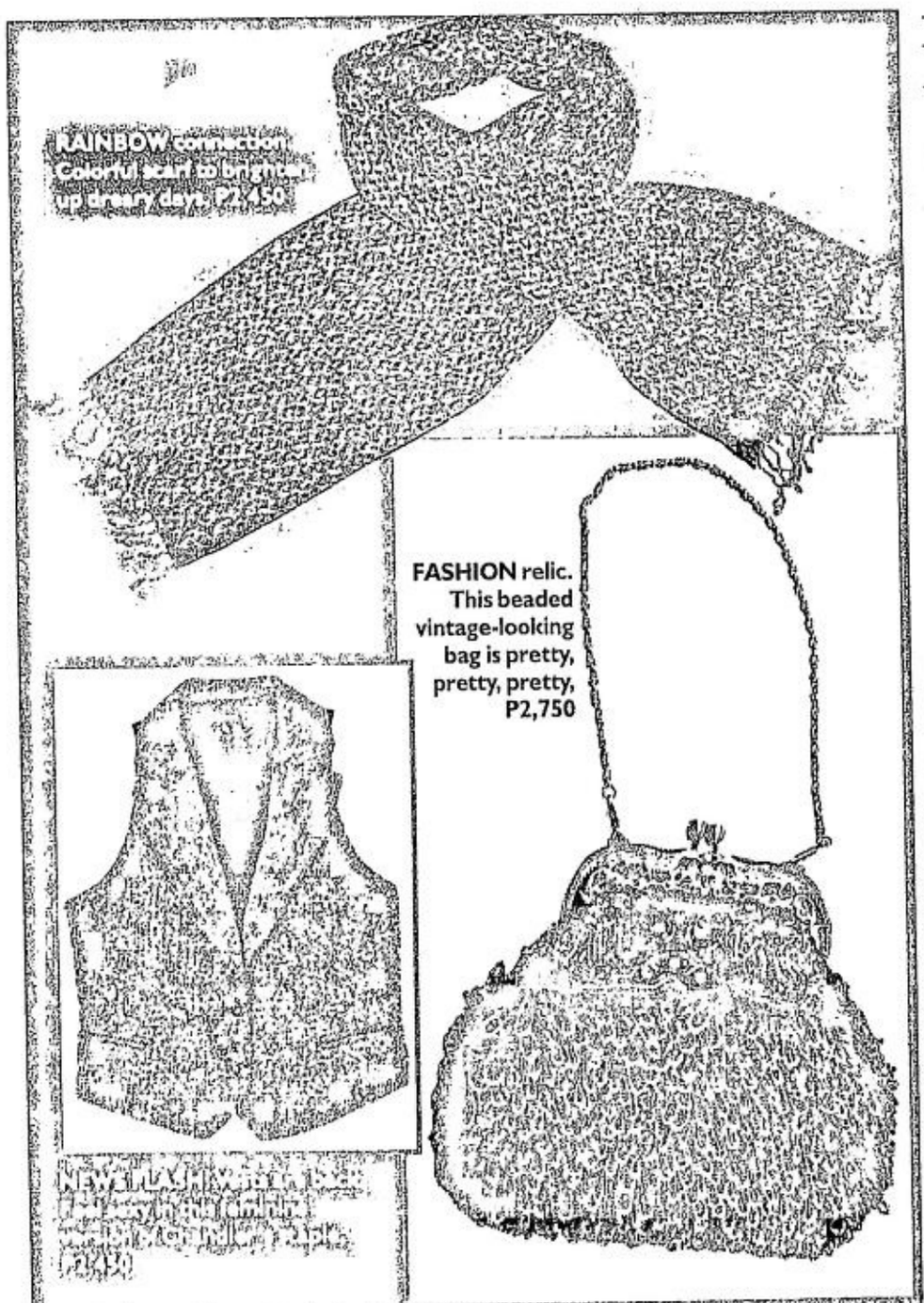
Sexy picks and luxe finds

BOLERO beauty. This embellished bolero is a must-buy, P2,450



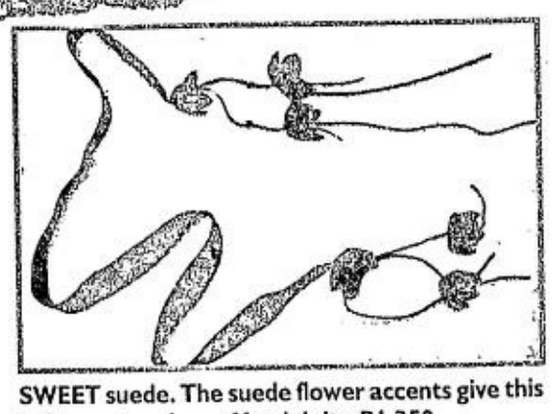
SPELL love with l-a-c-e. Top, P2,450

If store hopping is not your thing, be a smart Santa and hit just one shop for all the fashionistas on your list. Spanish brand Zara has all the trendiest clothes and accessories for all sizes and shapes of *femmes* under its roof at the Power Plant in Rockwell



FASHION relic. This beaded vintage-looking bag is pretty, pretty, pretty, P2,750

HAVE YOURSELF a sexy little Christmas. Halter top, P1,350



SWEET suede. The suede flower accents give this belt an extra dose of femininity, P1,350

STAY warm without the bulk. Knitted vest, P2,750

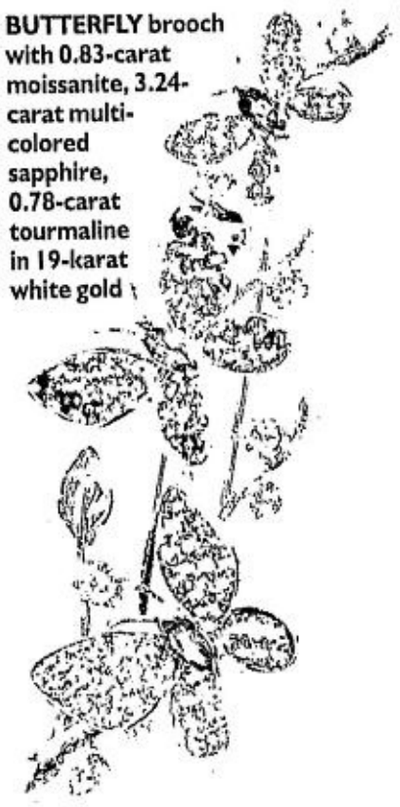
DENIM dreams. This black denim bag with leopard print lining and accents has enough space for one's daily essentials and more, P3,650

FOR THE girly girl. This top will make anyone feel feminine and dainty, P1,950

SEQUINS give this grape-colored cardigan a dash of glam, P2,750

PHOTOS BY ROGER CARPIO AND RODEL ROTONI

Seven years of brilliance and color



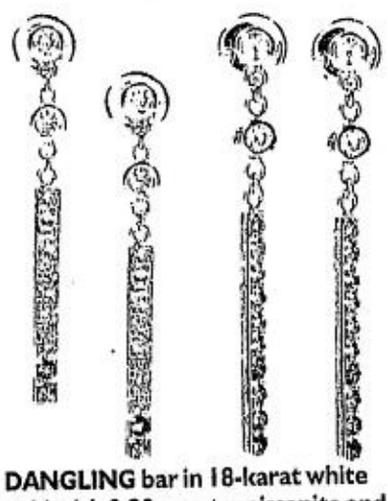
BUTTERFLY brooch with 0.83-carat moissanite, 3.24-carat multi-colored sapphire, 0.78-carat tourmaline in 19-karat white gold

FOR THE PAST SEVEN YEARS, Moissanite Philippines has made available to Filipinas the sparkling glow of Moissanite jewellery. It was in 1998 when Charles and Colvard, the US-based company which produces and markets Moissanite, granted Moissanite Philippines the first offshore distributorship of this valuable gem.

To celebrate this milestone, a new Moissanite collection features colored stones of exceptional brilliance and expressed in elegant designs. An array of rubies, sapphires and tourmalines are expertly crafted with Moissanite gems and 18-karat gold to make for stylish jewelry.

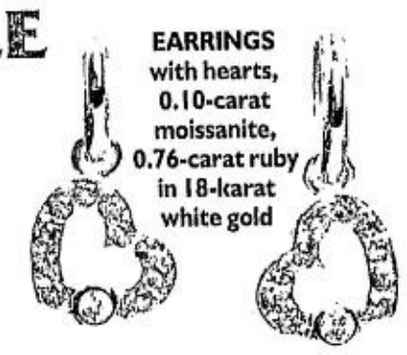
Moissanite, also known as silicon carbide, is a stunning gem which has fire and brilliance unlike any other. Naturally occurring crystals of silicon carbide are too small and too few for use in jewelry. However, using advanced technology, this rare mineral is duplicated to produce a gem with superior optical properties that gives more shine than any other gem.

Moissanite has gained a loyal following among celebrities like Destiny's Child, Minnie Driver, Brooke Shields and Hunter Tylo. In the Philippines, show biz celebrities such as Dina Bonnevie, Kris Aquino, Lani Misalucha and Lea Salonga wear Moissanite, too.



DANGLING bar in 18-karat white gold with 0.20-carat moissanite and 0.73-carat pink and blue sapphire

Moissanite Jewellery is available in Glorietta 1, SM City North Edsa, SM Megamall and SM City Davao. Call 8930521/9261962/6370490, or visit www.moissaniteph.com



EARRINGS with hearts, 0.10-carat moissanite, 0.76-carat ruby in 18-karat white gold

MOISSANITE round ring in 18-karat white gold with 0.53-carat moissanite center stone and 0.58-carat yellow sapphire

High-end jeans promo

IN THE SPIRIT OF THE holidays, "Caught in the Act!" is a promo offered on all regular DKNY and DKNY Jeans items. For an accumulated purchase of P15,000 on any regular merchandise, you are entitled to a DKNY gift (umbrella or cosmetic kit or tote bag).

Purchases must have been made from Sept. 31-Dec. 31, at the following DKNY stores: Rustan's Makati, 158 Designers' Blvd. Alabang, Powerplant Mall and Greenbelt 4. To claim gift, just present your valid invoices indicating the accumulated purchase of P15,000 and fill out the customer information card.

Gift may be claimed until 60 days from end of promo period.

DKNY's Classical Renaissance collection offers short, tailored jackets with aristocratic ruffled edges and ruched or bow lapels. Colors are rich and vivid, in lavish fabrics like antiqued velvet, tulle and layers of chiffon.

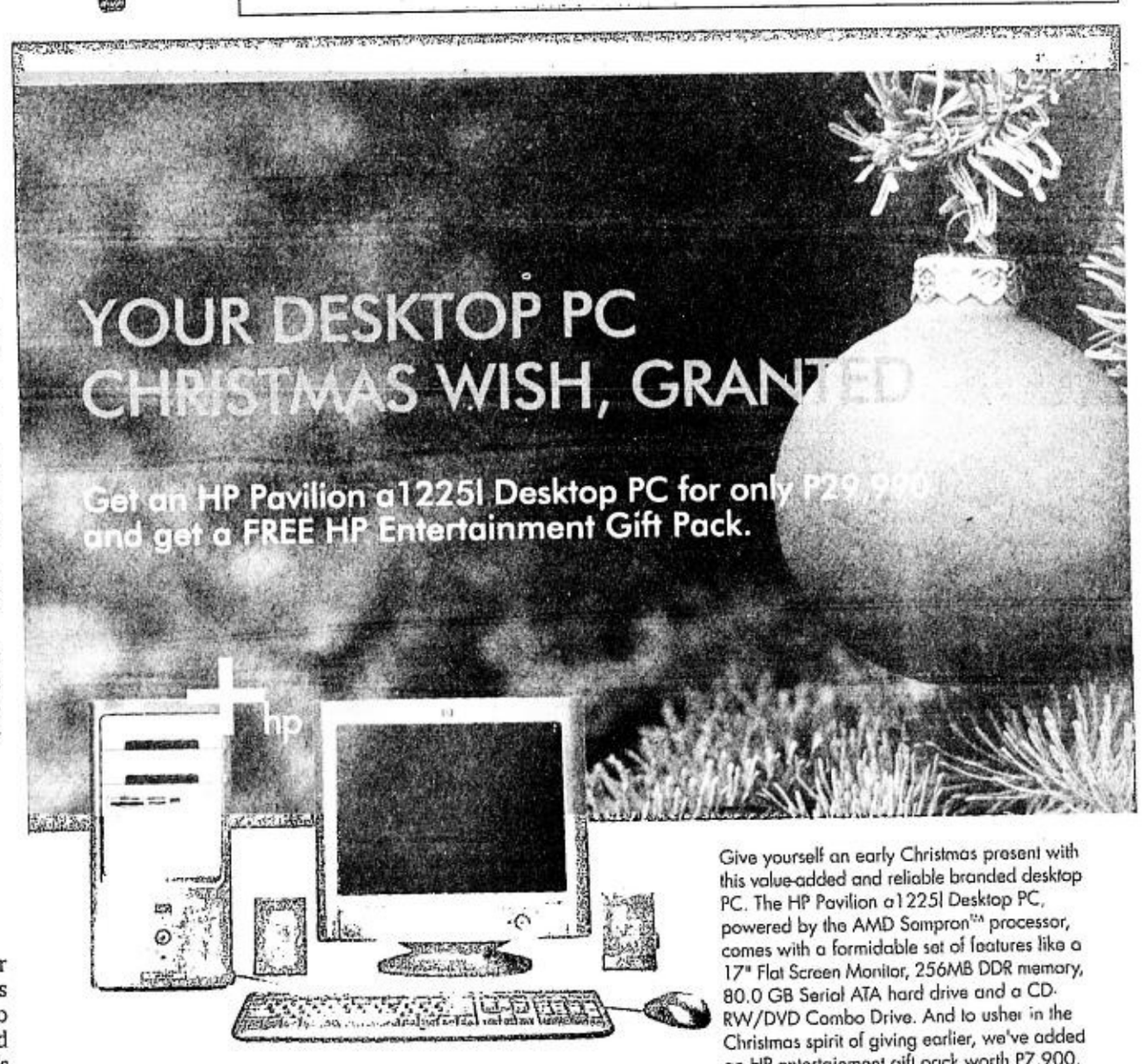
DKNY gives new meaning to day-to-evening dressing with tops with intricate details such as neck insets, embroidered beads, and rich tapestry, which are also present in buttoned shrugs and comfy cardigans.

Brace yourself for the arrival of cool weather with a coat in haired shearling, embroidery or tapestry, a sequined chiffon jacket, an alluring bare top, or a dramatic strapless dress.

You can pair off these finely-crafted pieces with bottoms that range from casual to tailored to romantic.

DKNY is exclusively distributed by Stores Specialists, Inc., with shops located at the Power Plant Mall, Rustan's Makati, 158 Designers' Blvd., and Greenbelt 4, Ayala Center.

DKNY FALL 2005 Ladies Collection



Give yourself an early Christmas present with this value-added and reliable branded desktop PC. The HP Pavilion a1225l Desktop PC, powered by the AMD Sampron™ processor, comes with a formidable set of features like a 17" Flat Screen Monitor, 256MB DDR memory, 80.0 GB Serial ATA hard drive and a CD-RW/DVD Combo Drive. And to usher in the Christmas spirit of giving earlier, we've added an HP entertainment gift pack worth P7,900. What's more, this early Yuletide cheer is yours for P29,990 only. Get it from November 19 to December 15, 2005 and still get other items on your wish list for a truly merry Christmas

P29,990 | HP PAVILION a1225l DESKTOP PC

- AMD Sempron™ Processor Model 3200* with HyperTransport™ Technology
- Free DOS Operating System
- ATI RS482/SB400 Chipset
- 256MB DDR
- 80.0 GB Serial ATA hard drive at 7200RPM
- CD-RW/DVD Combo Drive
- Integrated stereo sound system. Dolby® 5.1 Surround Sound Ready
- 9-in-1 Digital Media Reader
- ITU V.90 K56 flex modem
- Integrated 10/100 BaseT network interface (Broadband Ready)
- Integrated ATI Radeon Xpress 200 Graphics
- 1 year (on site) limited warranty with up-and-running phone support for first 30 days
- HP mx705, 17" Flat Screen CRT Monitor

*Processor speed 1.80GHz

This HP Pavillion Desktop PC features:

Convenient plug-and-play I/O port

Versatile 9-in-1 digital media reader

FREE HP Entertainment Gift Pack includes:

backpack · game controller · Creative stereo headset and microphone · mousepad · CD case · 5 CDs

Per DTI - NCR Permit No. 6603. Series of 2005

AMD Sempron

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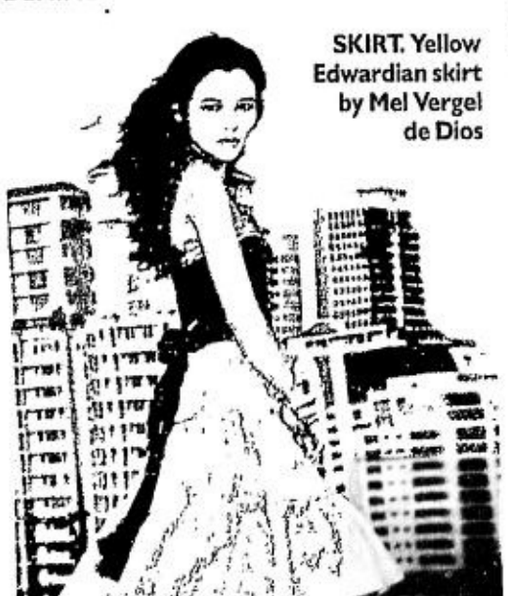
Winners and losers in 2005

DENIMS



SKIRT. Yellow Edwardian skirt by Mel Vergel de Dios

From page C1

South Beach Diet—a "trend" carried over from '04. While I can't stay away from carbs and sweets that long, I know of a few who can, like Jeannie Goulbourn. Our friend Monchet Olives is simply a success story. He's shaved off 60 lbs for over a year now and wears fashion with relish and aplomb again, as I help myself to *queso de bola* cheesecake.

I Can Serve. Like '04, '05 was a year that saw a few friends and acquaintances, in their late 30s and early 40s, being diagnosed with cancer. It's an inexplicable tragedy that's made bearable only by the fact that cancer survivors, like Kara Alikpala and Bibeth Orteza, are steadfast in their resolve to reach out to other cancer patients through the I Can Serve Foundation. It proves to you that courage is immortal.

SEA Games athletes, independent filmmakers like Raymond Lee who won for his "Ang Pagdadalaga ni Maximo Oliveros," Emmy Award-winner Rita Nazareno. Rita is producer for Fox TV Network in Los Angeles and won the Emmy for Best Short Promo, "Good Day." Young people like them are good harvest in the dead of winter that is the Pinoy psyche.

And the '05 losers:

Cheating—and we don't mean the SEA Games.

Overstyling of fashion. In shoots, they load up on layers and layers of clothes (fur, feathers, overskirts—throw in the entire inventory) and accessories, then Photoshop in the fantasy background, then splash on the most ornate graphics. Can't leave well enough alone. Talk to the market, don't smother it.

Girlie calendars. Didn't make a buzz this year.

Caviar pie wars. Who cares who really "invented" the stuff?

Greenhills *tiangge*. We don't hear anymore of the pilgrimage there.

JIMMY Alapag supports Make A Wish Foundation, an international organization that grants the wishes of sick children.

Men who want to make a difference

BVD, THE WORLD'S FIRST men's underwear company, paid tribute for the second year, to its Men of Advocacy, young Filipinos trying to make a difference in their communities and other people's lives.

BVD stands for Bradley, Voorhees and Day, the men who established the brand in 1876.

This year's honorees are Philippine Basketball Association superstar Jimmy Alapag, matinee idol Dominic Ochoa, entrepreneur Dr. Rolando Hortaleza, and corporate bigwig and movie producer Butch Jimenez.

Alapag has been supporting the Make A Wish Foundation, an international organization that grants the wishes of terminally ill young patients.

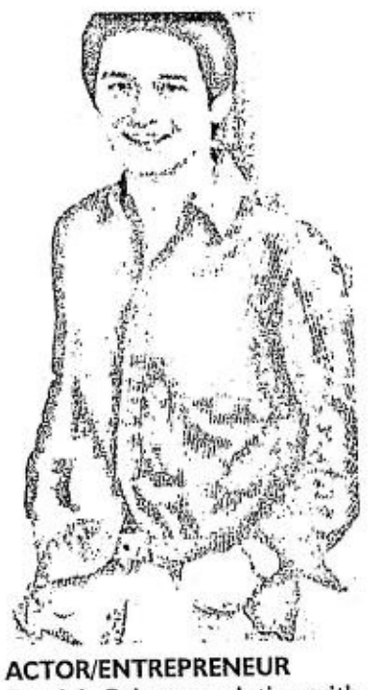
"I know I was very fortunate and blessed to have grown up the way I did—with two parents and a loving home—and now I feel like I have this opportunity to help less-fortunate youngsters so they could later help themselves."

Jimenez, vice president of the Philippine Long Distance Telephone Company (PLDT), has been working with the youth for some 25 years now. Among others, he is a mentor in PLDT's on-the-job training that holds summer camps for college students. "

Says Jimenez: "You can't just be good at what you do. You have to excel so as to benefit your country and countrymen."

Hortaleza has turned Splash Corp., makers of personal-care brands Extraderm and Biolink, one of the most successful local entrepreneurship.

The company has also provided education assistance management programs and community services. He says: "We've turned down opportunities to move to Vietnam and Indonesia... I felt it would be a betrayal of our consumers who helped us get to where we are now."

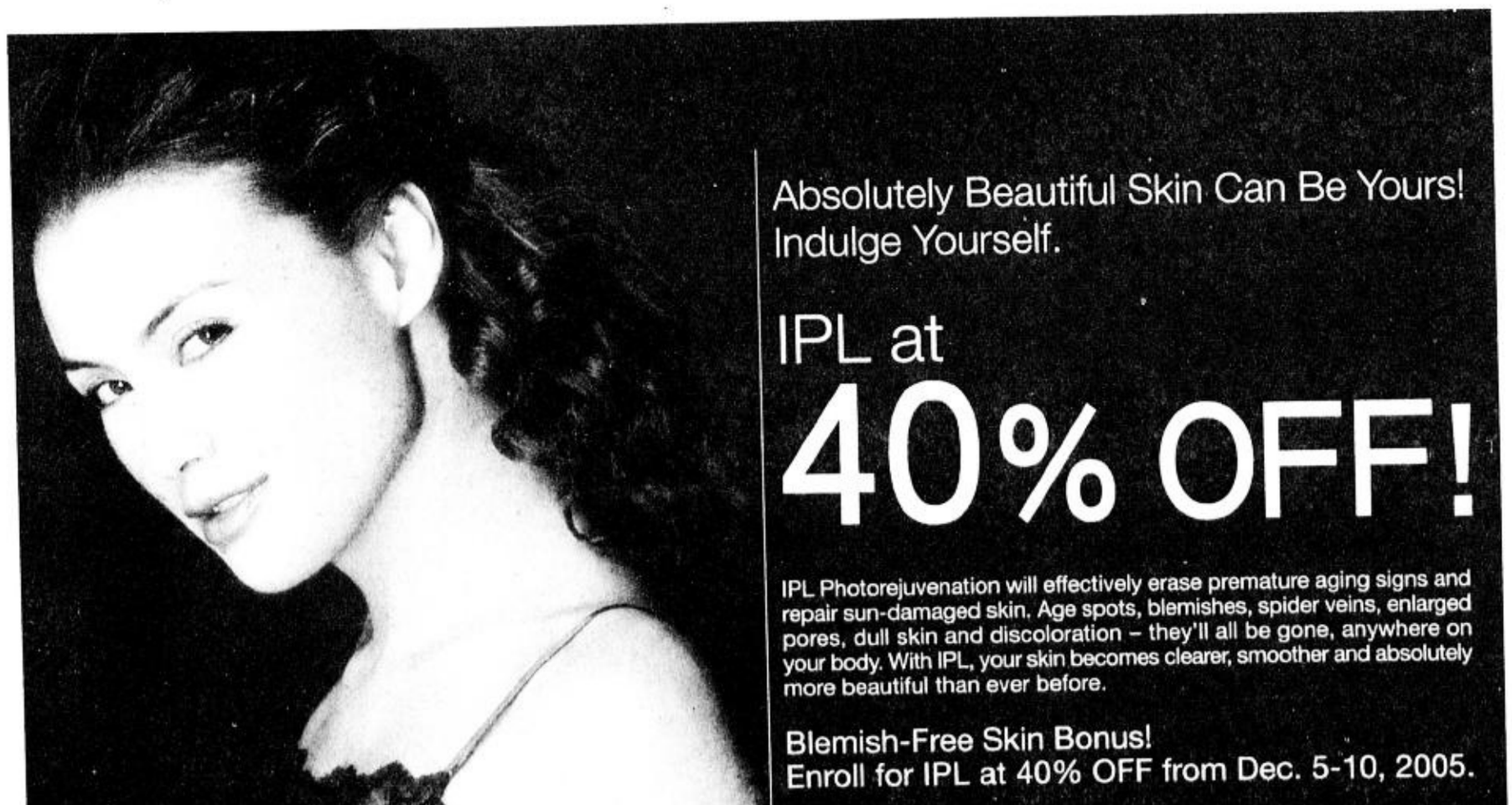


ACTOR/ENTREPRENEUR Dominic Ochoa spends time with the kids at the Kythe Foundation.

Ochoa, television and movie star, has been doing volunteer work for four years now for Kythe Foundation that supports young cancer patients and their families.

With Kythe, he says, "I just don't hand them material things. I give time to these children and have personal contact with them."

BVD's imported line of high-end, high-quality men's undergarments is available at SM Department Stores (Megamall, Southmall, Manila, Makati, North Edsa, Cubao, Centerpoint, San Lazaro and Fairview), Rustan's Department Stores (Alabang, Makati, Harrison Plaza, and Shangri-La Plaza), The Landmark Department Store, and Plaza Fair-Makati.



BUTCH Jimenez is an advocate for the youth, an environmentalist and a diving enthusiast.

DR. RONALDO Hortaleza's Splash Foundation has several educational, health and livelihood programs.

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Fake, refill and compatible inks may produce dull, poor quality images and can damage your printer's print head. Save on the cost of repair. Go for the original. Use only Canon Genuine Inks.
Smart to genuine

Fur-ever

CHOCOLATE brown long-sleeved wrap top with fur accents

PART HOLLYWOOD GLAMOUR, PART high-fashion glam, fur is the fashionista's way to go as she navigates the Christmas party circuit. Today's furs also have a hip edge—fashioned into cardigans, tank tops, wraps and shrugs that appeal to the contemporary stylish woman.

Jewel-toned fur pieces as well as *au naturel* styles are trendy and timeless. These furs are also politically correct, being both faux and fashionable.

The collection is available at the Boutique Square Department of all SM stores.

BURGUNDY spaghetti-strapped top with ostrich fur accents

WHITE cardigan with fur and silver stud accents over camel corduroy top

BLUE long-sleeved top with removable fur shrug

Money Management 101

for Teens and Pre-teens

Your kids should be ready to face the world. Here are some prerequisites to help your teen and pre-teen children become financial smarts.

Start Early. Teach kids the value of money. As early as 10, they can have hands-on experience in handling cash by opening their very own ATM savings account. Beginning the regular savings habit early is one of the keys to financial success.

Provide Guidance. Communicate with children as they grow about your values concerning money - how to save it, how to make it grow, how to spend it wisely. More importantly, show them that you practice these principles and values in handling your family's finances.

Set Saving Patterns. Encourage a target amount your kids should save in a period of time. Instead of using piggy banks, let them put their savings in a bank, so they can keep track of how much they have saved up and how their money grows.

Aim for Goals. Young or old, people rarely reach goals they haven't set. Nearly every toy or other item children ask their parents to buy them can become the object of a goal-setting session. Goal-setting helps children learn to become responsible for themselves.

Identify Borders. Give them enough money to learn important financial principles, but not so much that they think money is unlimited. Help your kids set a budget for a period of time, like a week. Once you've both agreed on reasonable allowance money, be firm in imposing this. When they ask for additional money, don't just give in. Let them review what expenses went beyond their budget and how they can avoid overspending.

Promote value for money. Challenge your kids to maximize what they have by looking for more affordable alternatives without sacrificing quality. Encourage them to look for good deals and discounts when they make a purchase.

Trust Kids. Let your teens do things themselves. Let them make bank deposits and withdrawals. Allow young people to make spending decisions. Whether good or poor, they will learn from their choices. You can initiate an open discussion of spending pros and cons before more spending takes place. If your teens can manage their own money, they would develop a greater sense of independence and would have more appreciation for the things they spend for.

The new BPI Jumpstart Savings Account teaches your kids all these. They can discover the habit of saving and discipline in spending. Jumpstart lets them in on the fun too while making their money go a longer way, through discounts and privileges at popular stores.

Empower your kids by opening a Jumpstart Account today. You and your children may visit BPI or BPI Family Savings Bank branches, or BPI Express Banking Centers (EBCs) conveniently located in the malls. Our EBCs are open beyond banking hours and even on weekends.

Let's talk about teens and money.

BPI Express Teller International

Jumpstart
589559 0019 1419 2700
01
CHRIS RAMOS

New BPI Jumpstart Savings

As your teens get older and more independent, they need to learn how to handle their own money. That's why there's the new BPI Jumpstart Savings Account.

Jumpstart lets your teens and even pre-teen kids learn the basics of money management:

It teaches them the habit of saving.
Transfer your teen's allowance electronically to his interest-earning account. Your child can even set a "Guaranteed Savings" amount that will always be kept intact.

It helps them manage their expenses.
Jumpstart allows up to four free withdrawals in a month, so your teen learns how to plan his spending and manage his budget.

It empowers them.
Your teen can shop safely without cash by simply presenting his Jumpstart ATM card at over 8,200 accredited Express Payment System (EPS) establishments. He can also use his Jumpstart Card to reload his Globe or Touch Mobile prepaid cellphone.

It promotes value-for-money.
Jumpstart Savings gives your teen great discounts and privileges at popular establishments, so he can make his money go a longer way.

Teach your teens the basics of money management. Make them moneywise.

Visit any BPI or BPI Family Savings Bank branch or Express Banking Center near you or you can call **89-100** or log on to **www.bpiexpressonline.com.**

Enjoy privileges at the following **Jumpstart Zones:**

AppleCenter AstroVision Metapod Pinaka pizza Pizza Hut

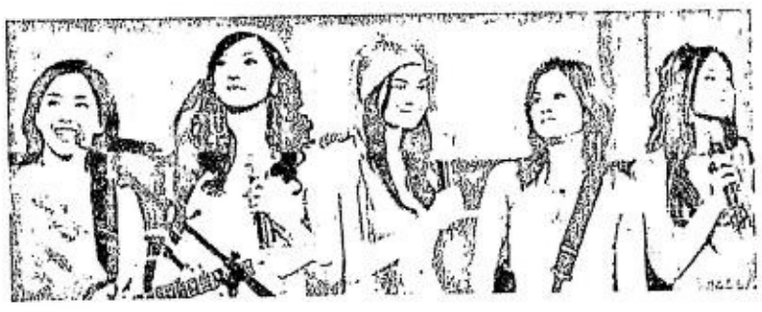
BANK OF THE PHILIPPINE ISLANDS
BPI FAMILY SAVINGS BANK
Member of the Philippine Deposit Insurance Corporation. Maximum deposit insurance for each depositor P250,000.00

Open an account and get a chance to win 1 of 10 Apple iPods!

Promo Period: November 9 to February 18, 2006
Per BSP-NCR Permit No. 4383 Series of 2005. See flyers for details.

OPHIE T. Clemente, Harrison Plaza senior vice president Irene Martel-Francisco and daughter Isabel F., Harrison Plaza VP for leasing Karen Eismendi, and Shopwise VP for merchandising and marketing Crickette Yu-Tantoco

SHOPWISE'S rah-rah merchanding team. Gold Magtoto, Grace Lacson, Maurice Reyes, Helen Tam, Gina Ramos, Edgar Fernandez, Veryll Kho, Elvie Crespo and Abby Medrozo



RETRO BABES. Barbie Almabis, Iya Villania, Anne Curtis, Kitchie Nadal and Toni Gonzaga entertain the crowd at Shopwise Manila's launch on "ASAP."

Wise shopping

FROM UPTOWN TO MIDTOWN TO downtown. That's where *moi* went for the fab formal opening of Shopwise Manila at the Harrison Plaza.

Young, hot achiever of today, **Donnie Tantoco**, and fashionable wife, **Crickette Yu T.**, are the brilliant enterprising twosome at the helm of Shopwise. They welcomed the invitees, led by the special guest, Manila deputy mayor **Don Bagatsing**, no less, for the opening cocktails. The retro theme with the sounds of the '70s was the order of the night, *palanggas*.

Naturellement, loads of social personalities arrived in their brightest prints and other retro-inspired outfits, while the Malate district residents were ecstatic that Shopwise Manila finally opened in their neighborhood, *aprés* three months of waiting.

Shopwise president Donnie Tantoco didn't miss giving emphasis to the longtime partnership between the Tantocos of Rustan's and the Martels of Harrison Plaza, represented by **Irene Martel-Francisco**, senior VP of Harrison Plaza and managing editor of Philippine Tatler, and her cousin, **Erik Martel**, the mall manager.

"They did a great job within three months," marveled Irene Martel-Francisco, as she pushed her shopping cart and did her grocery, dahlings.

The young Tantoco couple made sure this major Shopwise launch would be awesome as people had expected of the hypermarket chain, *palanggas*. First, they had a super fun program in which hotshot stars like the Apo Hiking Society, **Bituin Escalante** and the Powerdance of **Douglas Nierras** performed.

Next was Harrison Plaza's hosting the remote telecast of the the popular noontime TV show of ABS-CBN, "ASAP," at Harrison Plaza.

Dazzling celebs like **Gary Valenciano**, **Piolo Pascual**, **Sarah Geronimo** and **Anne Curtis** among others, had the crowd going bananas, dahlings.

With five awesome Shopwise hypermarkets all over the metropolis, it's no wonder wise shoppers are flocking to Shopwise! *Di bala, palanggas*?

Rotarians party

Makati-Ayala Rotarians crowded the Via Mare in Greenbelt for "Back to Basics."

"Simplicity is bliss." That seemed to be the theme of the induction of new officers of Rotary Club Makati-Ayala District 3830. The dashing outgoing president, **Alberto "Dong" Rosal**, turned over the Rotary government to the new president, **Desi Laperal**. They were assisted by their vivaciously adorable Rotary Anns—**Linda Legaspi Rosal** and **Dinky Consunji Laperal**, dahlings.

Young Rotarian **RJ Ledesma** and *trés* chic **Trish Salvador Ocampo** were the fun emcees of the event. One lovable "gimmick" of the night, *palanggas*, was the presentation of gorgeous bouquets of red roses by the Rotarians to their respective Anns, natch.

In the last two years, the Rotary district has carried out many notable projects: artificial limbs donation, Christmas gift giving, medical and dental missions, and public toilet constructions. It raised over a cool million pesos for the Gawad Kalinga housing project.

Rosal told me the evening's torrential rain might well have been a blessing to the Rotarians. "We hope to continue to do a lot more civic missions for our less fortunate brothers and sisters in the years to come," Rosal said.

Whenever *moi* travel, be it to Singapore, Hong Kong, Paris or, more recently, Athens, Greece, and Barcelona, Spain, the first place I dash to shop is Zara. And so, when it finally landed on our shores, it took only three words on a stark black backdrop—"Manila, meet Zara!"—for me to show up forthwith at the Power Plant Mall.

"It's amazing," SSI's brilliant hotshot **Anton Huang** said of the turnout at the Zara opening. "All the preparation and anticipation were worth it." He enjoyed the event with his gorgeously beautiful wife, **Nina Herrera**; SSI president and lady of substance **Nedy Tantoco**; her dad, Rustan's grand patriarch Ambassador **Bienvenido Tantoco Sr.**; and the entire Tantoco fashion empire, *palanggas*.

There was live torch, bluesy serenading by **Mischka Adams**, who performed on the huge black stage. The highlight of the evening was a fashion show which presented the fantastic select pieces from Zara's fall collection. It had the invitees applauding heartily.

Eva Serrano of Zara-Spain said, "Spaniards have always considered the Philippines and its people a very close friend. We are fortunate and, indeed, very happy that we are now sharing some of the best that our country can offer to our friends here in the Philippines."

Yes, *palanggas*, our chic Filipino audience definitely has totally fallen in love with Zara!

WITHOUT BATTING AN EYELASH

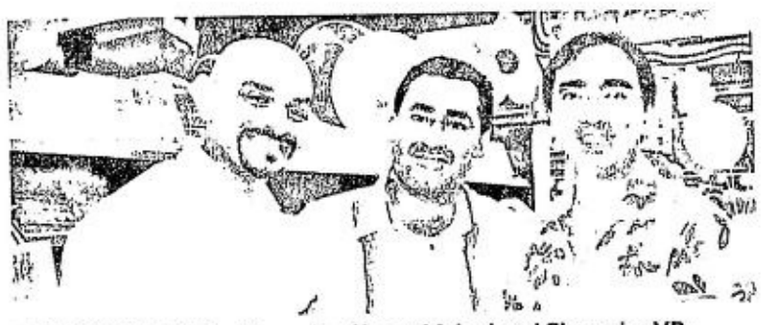
Maurice Arcache

Photos by Alex Van Hagen using **Kodak** EasyShare system

SUPER PALS. Rustan's Jun Poblador, vivacious Manila councilor Cita Astals, Tesa Celdran and Carlos Celdran

LINDY and Joanna Jalbuena and another Yu beauty, Elaine Yu

MANILA deputy mayor Don Bagatsing, Shopwise president Donnie Tantoco and Harrison Plaza mall manager Erik Martel check out the newly renovated Shopwise Manila.

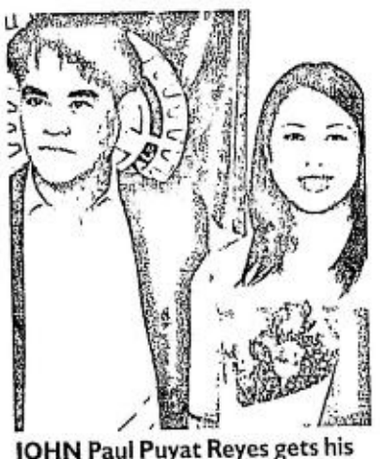


BUSINESSMAN Ravi Asandas, Karan Malani and Shopwise VP-operations Manuel Alberto

JAY Go, gorgeous sisters Frances Yu and Crickette Yu-Tantoco, Unilever's José Ejercito, Pete Ramos, Anson Dichaves and Karl Cotaoco

ROTARY Club Makati-Ayala immediate past president Dong Rosal and his Ann, Linda Legaspi Rosal

RCMA new president Desi Laperal and wife, Rotary's Ann Dinky Consunji

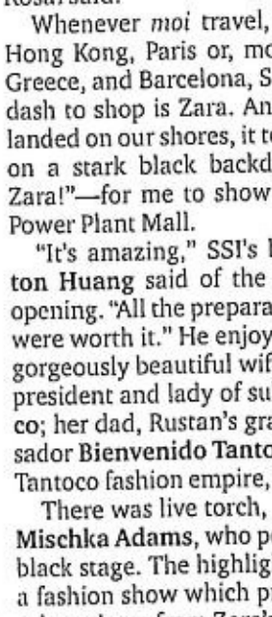


JOHN Paul Puyat Reyes gets his plaque while wife Tess receives a bouquet.

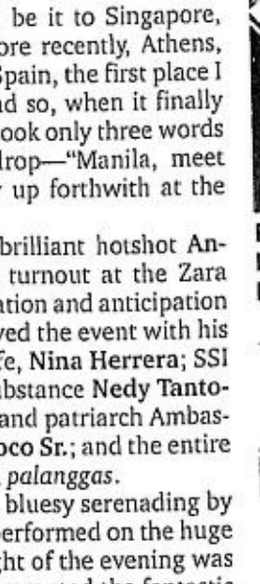
MR. PURE Energy Gary Valenciano performs live on "ASAP" during Shopwise Manila's opening

HOTSHOTS. Jun Rojaz, Stores Specialists, Inc. president Nedy Tantoco, HSBC's Warner and Jullie Manning, Ambassador Beinvenido Tantoco Sr. and Glenn Gale

ZARA'S dazzling opening. Elizabeth Quiambao of Stores Specialists, Inc., guest of honor Spanish Ambassador Ignacio Sagaz and his wife Aurora Lapuz Sagaz



GOTCHA! Irene Marcos-Araneta



RAFFY Ocampo receives his Club Service Award.

ABOGADO de campanilla Coch Cochinyan and wife Grace, Aileen Samson and Marco Rodriguez

Do-good shopping at trade fair

GOINGS ON

SOCIAL DEVELOPMENT WEEK 2005 PRESENTS "Purong Produktong Pinoy" trade fair on Dec. 12-15, 10 a.m.-10 p.m., at the Glorietta Activity Center, Ayala Center, Makati. Dedicated to marketing the products of community enterprises and cooperatives and to showcasing the world-class skill and craft of its members, the fair will supplement the income of poor families from different regions. Social Development Week is an annual gathering and trade fair of the Caucus of Development NGO Networks (CODE-NGO) with support from the Peace and Equity Foundation. Call the SDW Trade Fair organizers at 9119792 and 913-7231.

FUNDRAISING. ZONTA CLUB DE VALLE VERDE, led by its president Dr. Marilyn Coligado-Alentajan, is holding a fundraising dance event, "A Glitzy Affair," on Dec. 10 at the Savannah Moon, Libis, QC. The event will fund projects for the homeless in San Isidro, Nueva Ecija, through the Gawad Kalinga, a partnership between ZVV and the local government of San Isidro, Nueva Ecija.

ANNIVERSARY. La Consolacion College Caloocan is celebrating its 65th anniversary this month with the theme "Transforming the Nation Through Quality Christian Education" to culminate with a search for outstanding alumni in different fields. Nominations may be submitted to Gloria M. Diaz, search committee chair. Activities scheduled to highlight the anniversary include free medical and dental checkup for the adopted barangays, seminars and workshops.

WEEKEND SALE. Sta. Lucia East Grand Mall holds holiday sales all weekends this month. A wide selection of merchandise from anchor stores Sta. Lucia East Department Store, Supermarkets, Home Gallery, Planet Toys and over 300 boutiques offer discounts of up to 50 percent. There will also be an acoustic singing competition, "Christmas on Strings," at 3 p.m., Dec. 17, at the entertainment center. Secure entry forms from the mall's Ad & Promo Department. Winners get cash prizes. Call 6815401 local 109.

SALE. The Star Group of Malls will hold a three-day sale, Dec. 16-18. There will be Simbang Gabi at 6 p.m. beginning Dec. 15-23 at the 2/L Activity Area of Starmall Edsa and the Metropolis Star Chapel. Mall hours are extended, from 10-a.m.-10 p.m. from Dec. 12-23.

GARAGE SALE. "Weekend Tiangge sa Nova" at the parking lot of Robinsons Place Novaliches is held 2-10 p.m. daily until Dec. 31 (except on Christmas Day). Over 100 bazaar stalls sell ready-to-eat food, organic fruits and vegetables, toys, clothes, and houseware.

RAFFLE PROMO. The Robinsons Malls ongoing raffle promo, "Sights and Sounds of Christmas," runs until Jan. 15. To be given away are 18 sets of JVC Home Theater Systems, including 20" television sets, digital video disc players and sound system or 100 units of JVC MP3 players.

FAIR. The Age of Aquarius Center is holding a holistic healing and psychic fair, 1-7 p.m., Dec. 10, at the Roof Deck, Le Gran Condominium, 45 Eisenhower, Greenhills, San Juan. Call 7262338.

BALLET. Chelo Gemina and her faculty will present "Nutcracker and other Ballets" with the ICA Ballet, Talents Inc., STI Grade School, Shekinah Ballet School at 4 p.m., Dec. 17, at the 2/F Podium. Call 0917-6253674.

FASHION SHOW. The traditional Inaul fashion show will be held Dec. 18 during the Shariff Kabungsuwan Festival, featuring a collection of silk and cotton hand-woven *malong*.
Other highlights are the fluvial parade and the reenactment of the arrival of Arab missionaries in Maguindanao.

Happy ending for Anne Curtis' hairy tales

CURTIS: No more itchy scalp

HAIR AND SCALP PROBLEMS USED to ruin many a day for Anne Curtis.

They were also a source of great embarrassment, she said.

Hairstylists often commented on her dandruff resulting from all kinds of products she used like hairspray, wax or gel. Even more embarrassing for Curtis was to be seen in public scratching her itchy scalp.

But now Curtis, who has one of the most beautiful faces in the local entertainment industry, has found a conditioner that not only gave her smooth hair but also solved her problem of itchy scalp.

And she has also been chosen as its product endorser.

Head & Shoulders named Curtis the model for its first ever Total Conditioner. Curtis says the hair conditioning product combines excellent conditioning and anti-dandruff technologies to care for both her hair and scalp. It gives hair the added benefit of up to 100-percent protection from itchy scalp while keeping hair smooth and beautiful.

The new Head & Shoulders Total Conditioner, Curtis adds, completely erases all visible signs of dandruff. It's soothing to the scalp, leaving it menthol-cool and without any itchiness after rinsing.

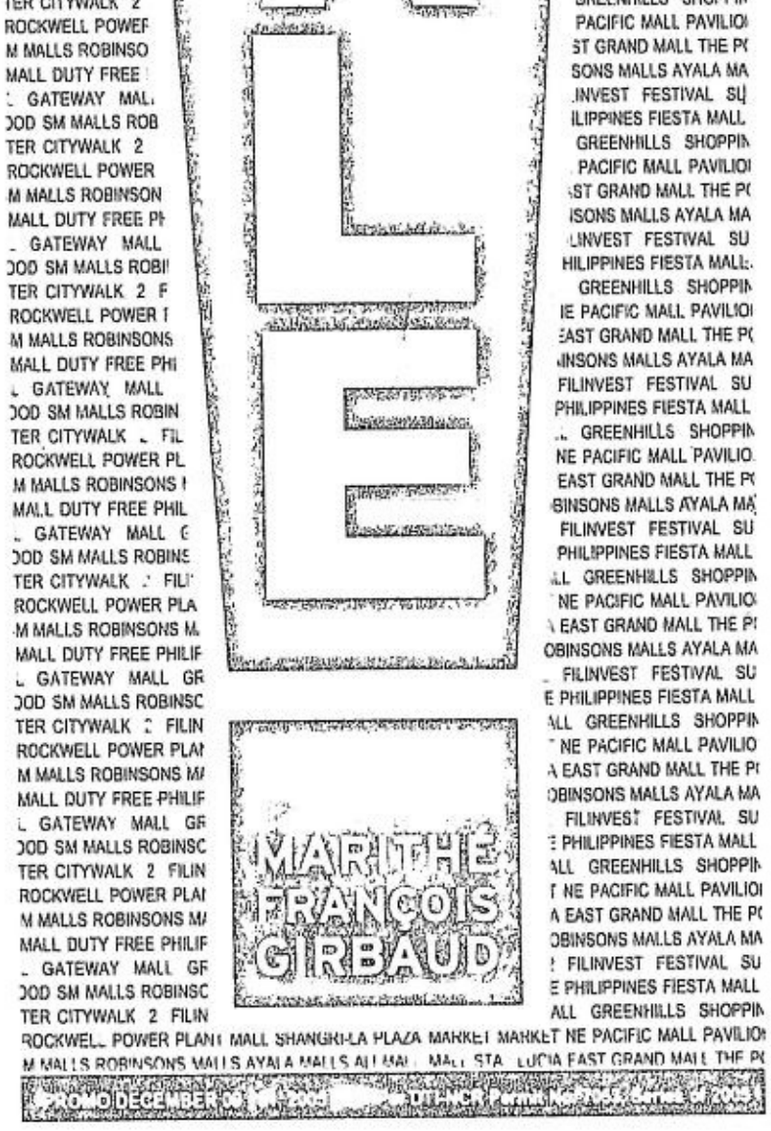
To maximize the benefits of the new conditioner, Curtis suggests gently massaging the hair with Head & Shoulders Total Conditioner, leaving the product on for five minutes before rinsing.

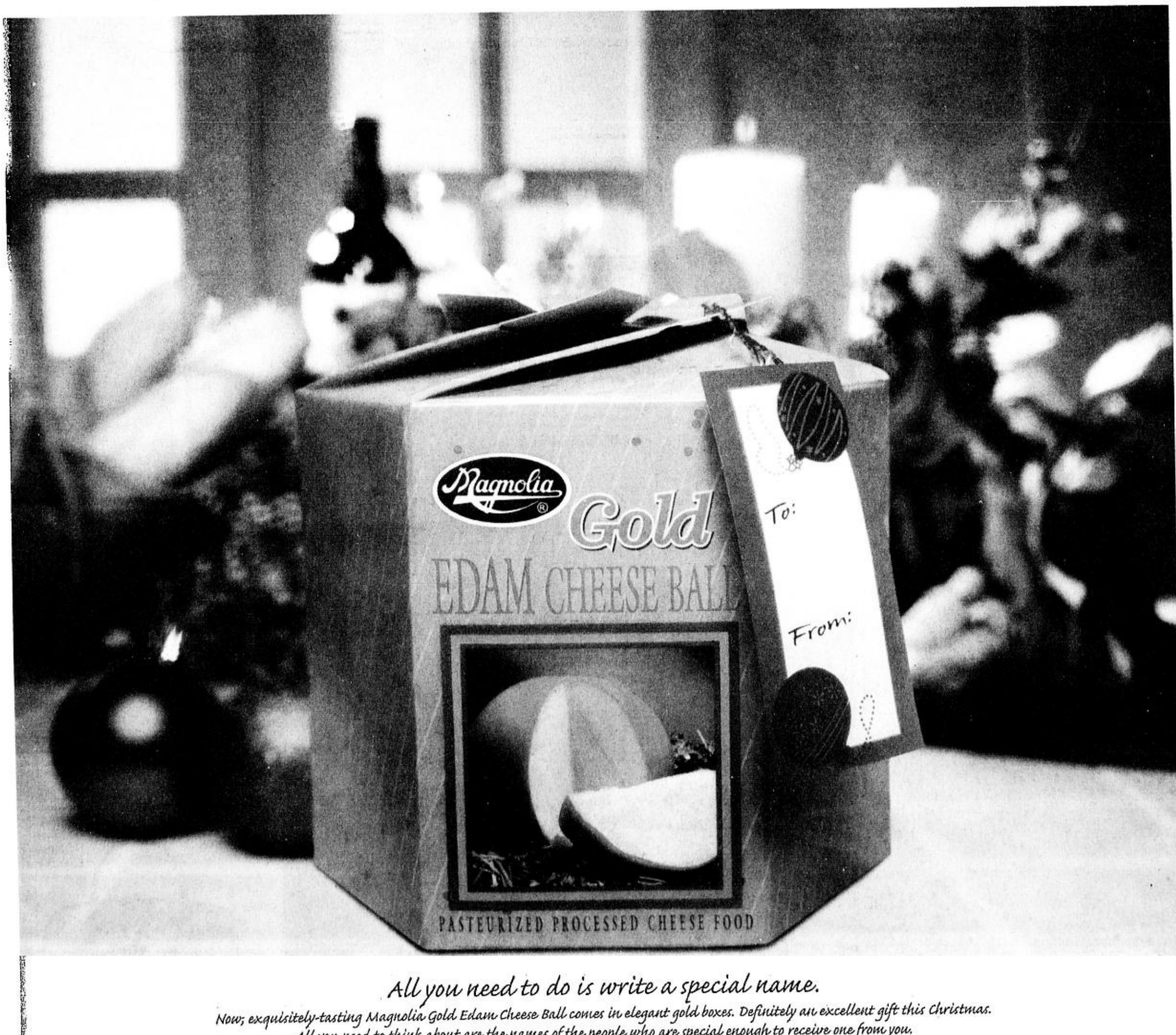
Curtis says women should avoid using harsh hair products and long exposure to the sun.

Head & Shoulders Total Conditioner contains anti-fungal agents called zinc pyrithinone (ZPT). Formulated like tiny crystals, the unique form works efficiently to minimize dandruff-causing fungi.

Using Head & Shoulders Total Conditioner with an anti-dandruff shampoo leaves hair with a rich deposit of ZPTs even after rinsing. Regular conditioners remove the ZPT deposited by anti-dandruff shampoo from the scalp during hair washing, lessening the itch protection it gives.

With Head & Shoulders Total Conditioner and its army of ZPTs, Curtis found happy endings to her hairy tales.





For the beauty buff who has everything

SHU UEMURA foundation kit

BEAUTY ADDICTS MAKE THE BEST Santas for women, as they put a lot of thought on the perfect gift to give their girlfriends.

They know your skin type and skin concerns more than you do. They also instinctively know what fragrance or makeup colors would suit and please you best.

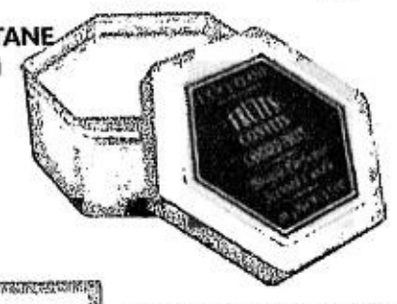
How then does one return the favor? We know what a fellow beauty addict loves: beauty products! But giving her the right one is pretty tricky as she knows exactly what she wants, and if you intend to give her colors or a fragrance, there is an 80-percent chance it won't meet her criteria and will be all wrong for her.

Here are some fail-safe suggestions.

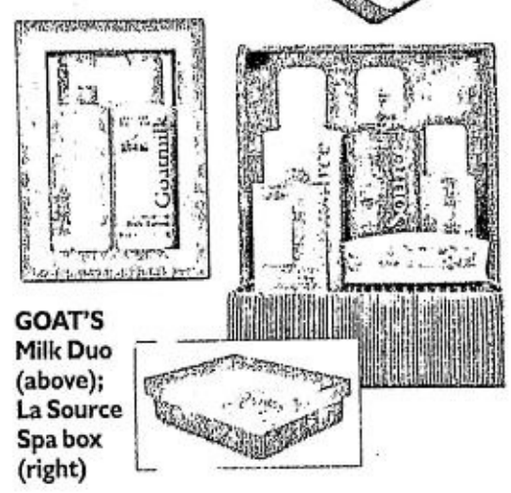
MAKEOVER 911

Kinny Salas

Why not give her something to stash her goodies in, like Samsonite's beauty cases and Shu Uemura's makeup boxes?



L'OCCITANE Candied Fruits Candle



GOAT'S Milk Duo (above); La Source Spa box (right)

Beauty booty

Why not something to stash her goodies in, like Samsonite's beauty cases and Shu Uemura's makeup boxes? A true beauty addict would rather lose the rest of her luggage than her beauty booty.

I always hand-carry my loot when I travel, as I consider it up there, along with jewelry, as among my most treasured possessions.

My top three choices for beauty luggage would be: the Hommage Beauty Case (P6,990) in bronze, which is the most glamorous of all, the Streamline MPC beauty Case (P4,990) in black and the Silhouette 9 Commuter Bag (P4,590) in black. This last case can also do double duty as a laptop carrier.

Shu Uemura's beauty boxes are, as usual, every girly girl's fantasy come true. The white makeup box (P13,995) is solidly built at H15 x W23 x D14.5, and the eight-corner covers are in iridescent pink pearl. How very Mod Squad and glamorous!

Those who are on a smaller budget will surely enjoy the Christmas beauty kit offers with goodies inside. The P2,995 kit includes the Fiber Xtension mascara and a Rouge 4 lipstick, plus the famous Shu Uemura eyelash curler, Sweet Lipgloss, three pieces of 8-ml cleansing oils and Depsea therapy mini-samples.

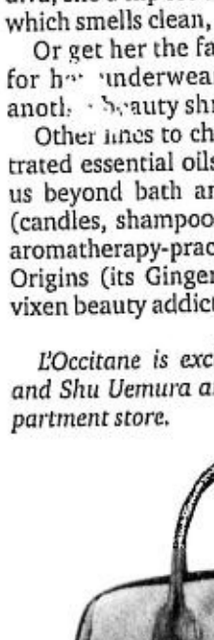
SHU UEMURA makeup kit

The P3,295 Foundation kit contains a mini-UV underbase that protects skin and matches most skintones except the extremely fair or dark, Classic Cleansing oil in 50-ml size, Luster Gel and a Lolishine Reflects lipstick.

Consumable goodies

A beauty addict won't ever get enough of bath and body products. We go through them like water because unlike the half-baked addicts who only care about their hair and makeup, a true beauty addict considers her body as her canvas. The scent that wafts from her being is synchronized with the rest of her look for that day.

I recently stepped into a Crabtree and Evelyn branch and went gaga over its scents. They may be more expensive than usual, but the quality of the scents are so concentrated that merely unscrewing a cap fills the entire room with fantastic aroma.



JOJOBA Oil

You want to smell clean? Take your pick among the shower gels, body oils, lotions and toners of the La Source spa line, which takes the aquatic theme to a whole new level. I would even throw in the body toner, foot scrub and foot lotion.

A perfectly clean unisex scent is that of the Jojoba line, which comes in an elegant cobalt-blue bottle. After showering, I slather on the massage oil, and the bathroom just smells divine.

If a beauty addict friend of yours shows a preference for vanilla or milk-based fragrances, get something for her from the Goat's Milk body collection. If she is a classic diva, she'd flip for the Evelyn Rose collection, which smells clean, subtle and very feminine.

Or get her the famous C&E drawer liners for her underwear storage area, which is another beauty shrine for many of us.

Other lines to check out that have concentrated essential oils and fragrances that take us beyond bath and boudoir are L'Occitane (candles, shampoos and shower gels for the aromatherapy-practicing beauty addict) and Origins (its Ginger aroma is perfect for the vixen beauty addict).

L'Occitane is exclusive at Essenses, Origins and Shu Uemura are exclusive at Rustan's Department store.

HOMMAGE beauty case

LIFESTYLE

sms feedback: inquirer life name/age/city/message to 2207 (Globe) and 386 (Smart)
or email us at pr_lifestyle@inquirer.com.ph

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Editor Chelo Banal-Formoso

Revelers at Fluxxe

The diary of a partyphile

By Ana Santos
Contributor

I WAS INVITED BY Gian and Kiko to Fluxxe at the Manila DJ Club, the latest "hip-to-be-seen" place in town, for a night of cool revelry with hot fashionistas. I was definitely psyched up to kick off the season's spate of parties and all-night celebrations.

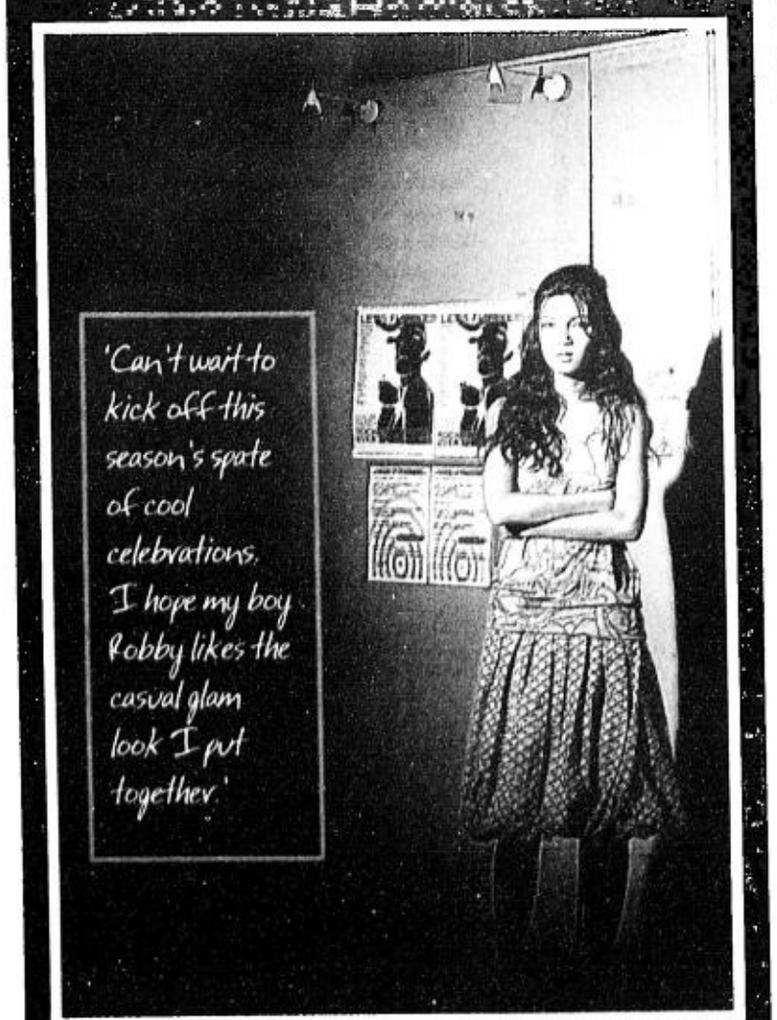
But before anything else, I made sure I dressed the part. To suit my casual glam mood, I decided to put together some of my personal favorites from As Four, Gian Romano, Trina Turk, Milly, BCBG, and some great finds from friends, Ignacio Loyola and LZ Punzalan.

I wanted to go for a flirty, romantic look since I'd be out with my boy, Robby. I thought (and hoped) that a full skirt would do just the trick. A scrubbed face and nonchalant hairstyle, which contrasted with my outfit, completed my ensemble.

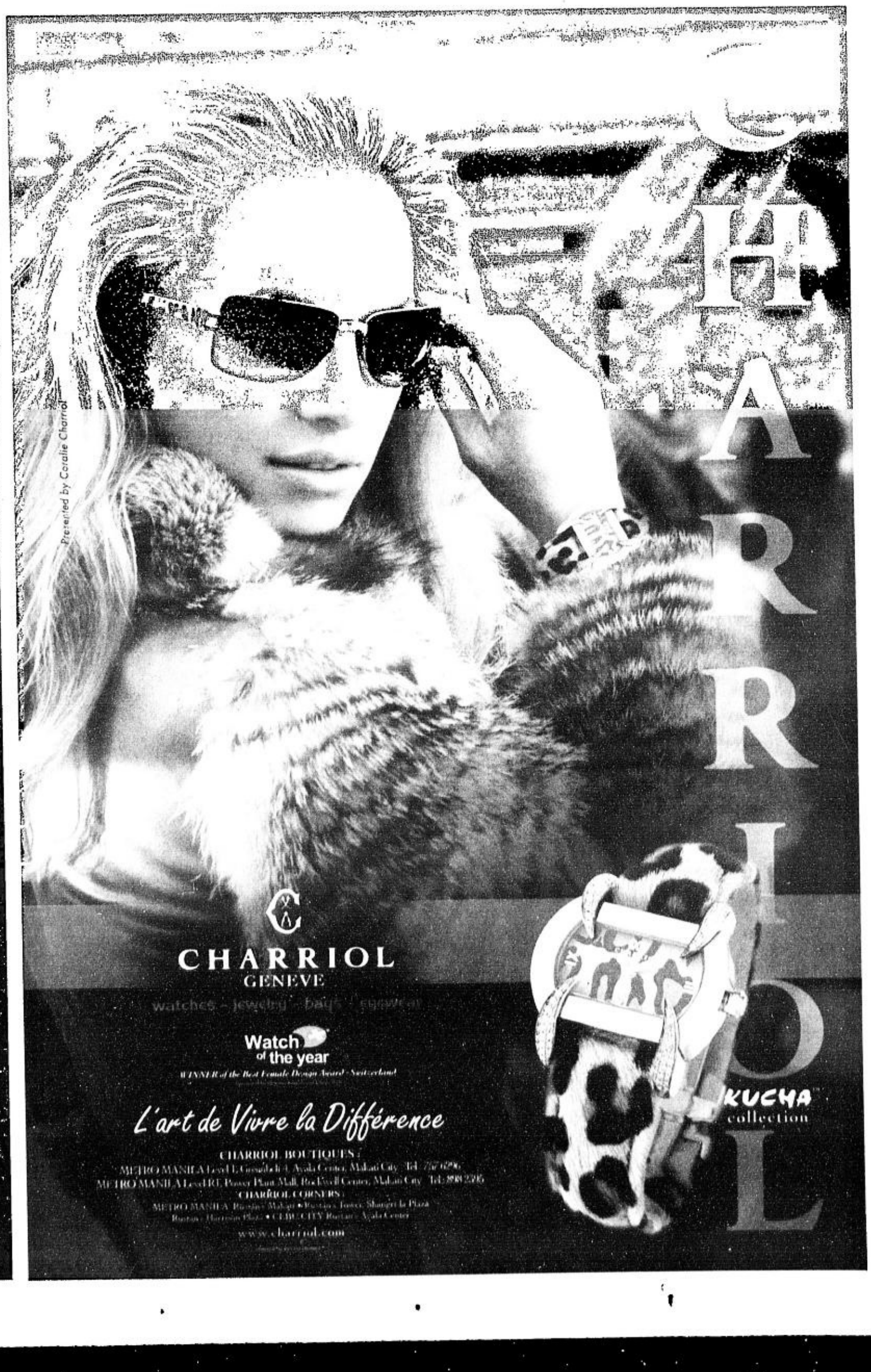
Robby picked me up dressed in really cool trousers, which he got from Lebanon. He paired these with a JPG oversized cardigan and some stuff from As Four and LZ. You have got to love my Robby. He always looks so fashionable without even trying.

We arrived at Fluxxe about 11:30 p.m. Its warehouse set-up reminded me of the Meat Misshapes on Luke and Leroy in New York City... so minimalist and ultra-chic.

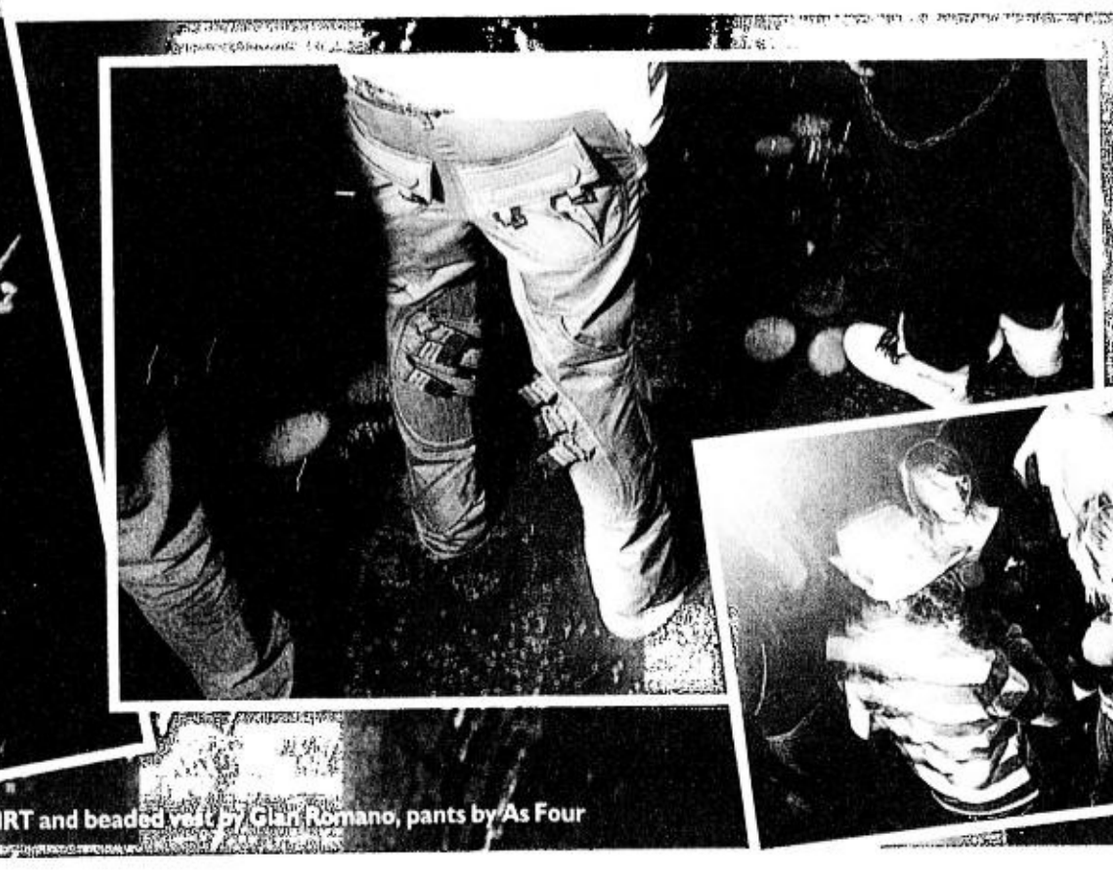
REVELERS/ E2

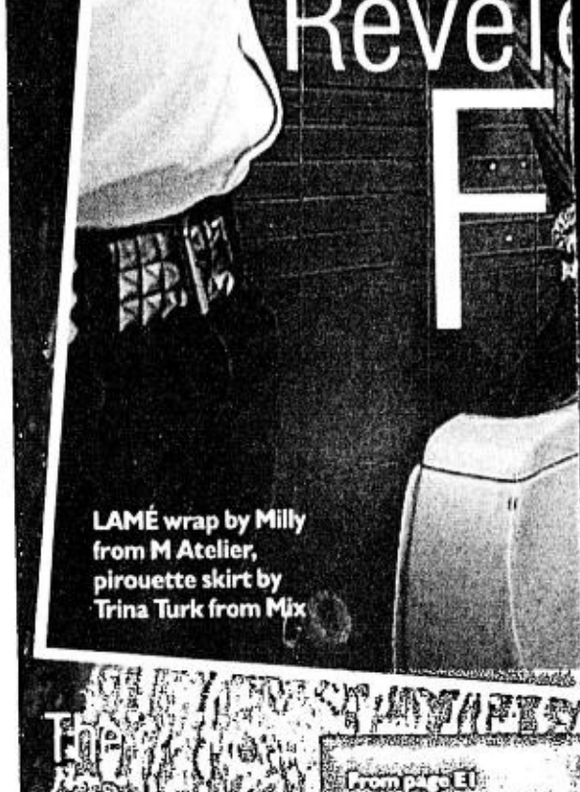


STUDDED tank from X, eyelet bubble skirt by Tracy Reese from M Atelier



SHIRT and beaded vest by Gian Romano, pants by As Four





LAMÉ wrap by Milly from M Atelier, pirouette skirt by Trina Turk from Mix

Robinsons Supermarket

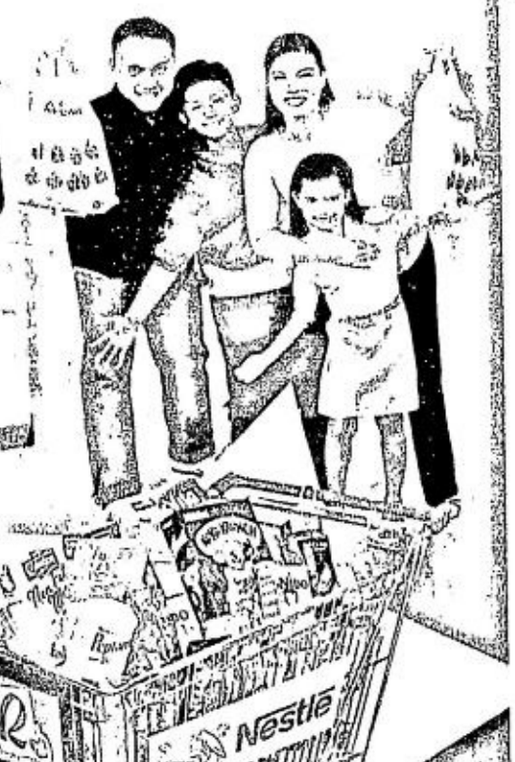
A Merry Business
for a
Happy New Year

November 28, 2005 - January 31, 2006

Shop for a chance to WIN PANG-NEGOSYO prizes with every P300 purchase from Robinsons Supermarket, PLUS P100,000 worth of Nestlé products if purchase includes Nestle participating products.

Grand Prize

1 Mitsubishi FB Van
+ P100,000 cash



BONUS
Nestlé Products

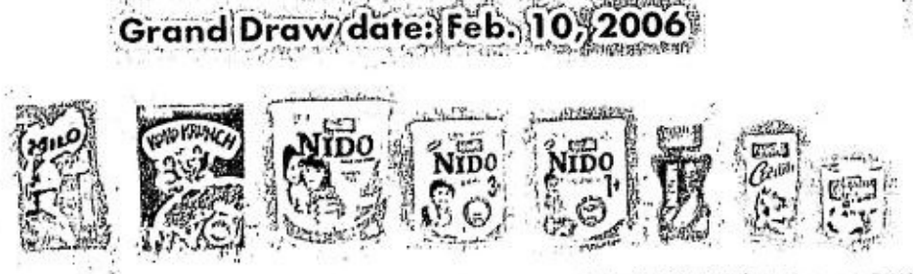
2ND Prize

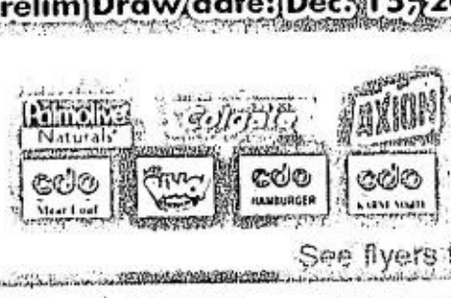
10 Sari-sari Store Groceries worth P10,000 with 1 freezer each
(excludes booth)
Grand Draw date: Feb. 10, 2006

Preliminary Draw Prizes

150 Nestlé Christmas Baskets worth P500 each
(5 winners / branch)
Prelim Draw date: Dec. 15, 2005

Eat Well Spend Less





See flyers for more details

• ALL ROBINSONS MALLS
• Tutuban Center
• Metropolis Star Alabang
• Target Mall, Sta. Rosa, Laguna
• Circle C Center, Congressional
• Malabon Citisquare
• Nepo Mall, Angeles, Pampanga
• Nepo Mall Dagupan
• Araneta Square, Caloocan City
• Banilad Town Center, Cebu
• Eastwood City, Libis
• Good Earth Plaza, Avenida
• Susano Complex, Novaliches
• Berkeley Square, Commonwealth

Per DTI-Permit No. 4000 Series of 2005.

Revele
F

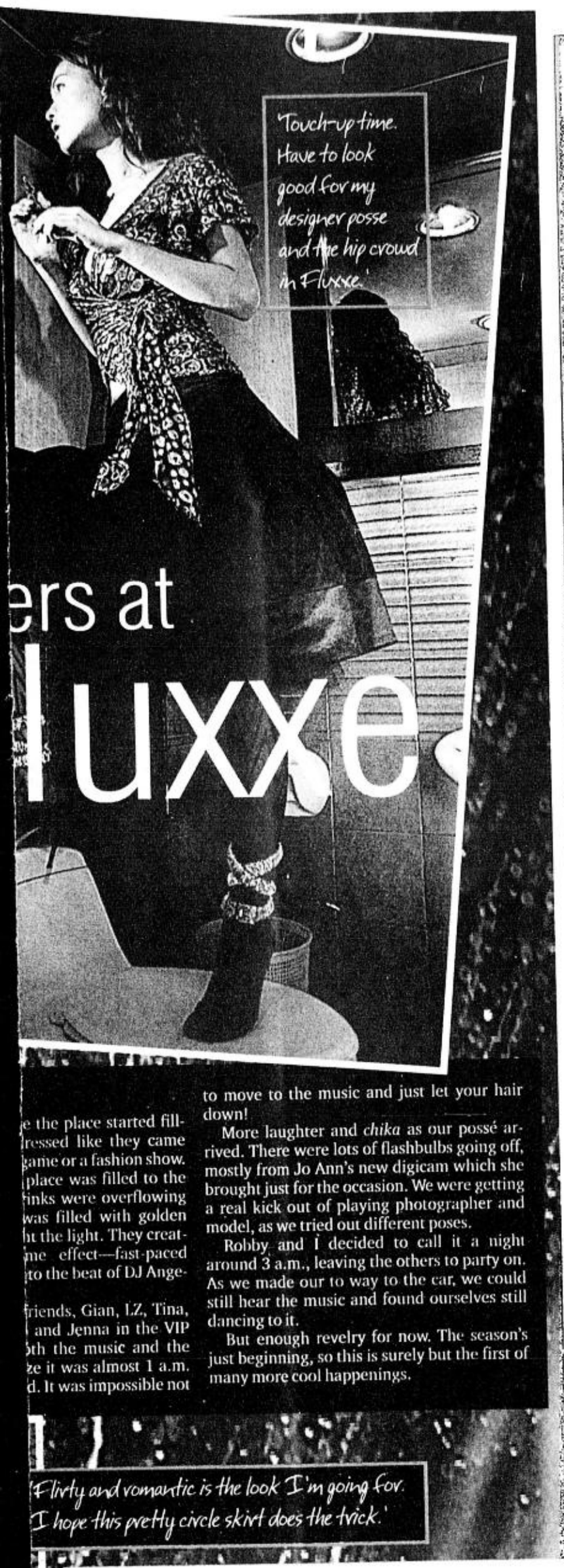
From page E1

It wasn't long befo
ing up with people c
from either a baseball
And by midnight, the
brim with revelers. D
and the dance floor
pink glitter that caug
ed the most awes
flashes which grooved
lot's music.

We waited for our
Ignacio, Vittorio, Kik
room, drinking up b
laughter. I didn't reali
by the time they arrive

FRINGED bolero studded with Russian pins by Trina Turk, printed black-and-white skirt by BCBG Max Azria, both from MIX

BEST COPY AVAILABLE



e the place started fill-
ressed like they came
game or a fashion show.
place was filled to the
inks were overflowing
was filled with golden
ht the light. They creat-
me effect—fast-paced
to the beat of DJ Ange-

friends, Gian, LZ, Tina,
and Jenna in the VIP
th the music and the
ze it was almost 1 a.m.
d. It was impossible not to move to the music and just let your hair down!

More laughter and *chika* as our possé arrived. There were lots of flashbulbs going off, mostly from Jo Ann's new digicam which she brought just for the occasion. We were getting a real kick out of playing photographer and model, as we tried out different poses.

Robby and I decided to call it a night around 3 a.m., leaving the others to party on. As we made our to way to the car, we could still hear the music and found ourselves still dancing to it.

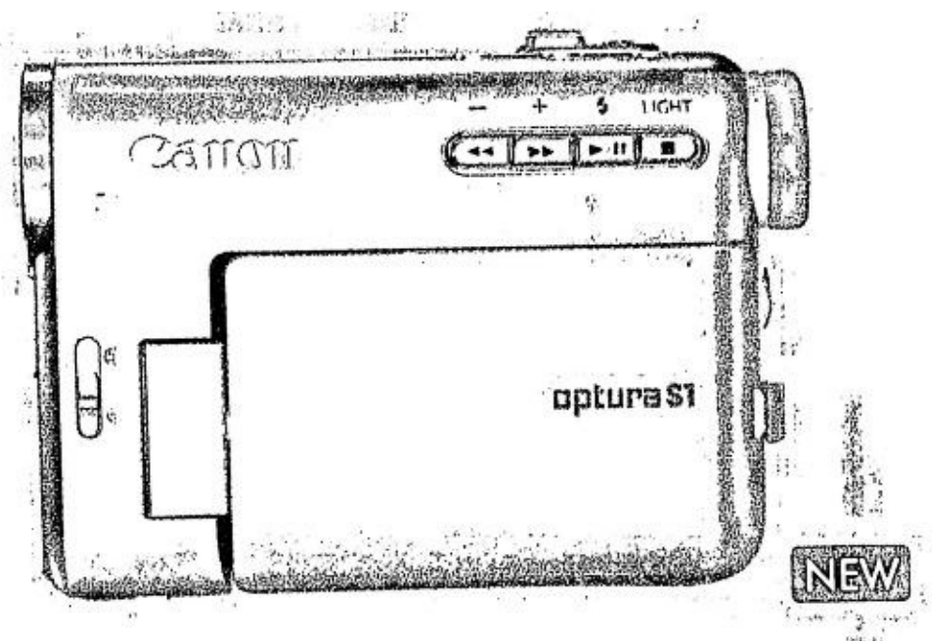
But enough revelry for now. The season's just beginning, so this is surely but the first of many more cool happenings.

'Flirty and romantic is the look I'm going for. I hope this pretty circle skirt does the trick.'

Canon
Delighting You Always

Canon Optura S1 Digital Camcorder

Premium Simplicity



Behold a masterpiece in minimalism. Yet its amazing simplicity is anything but simplistic. For you only need to look beyond its clean, stylish lines to discover exceptional innovations that make Canon the undisputed leader in camcorder technology. Even with such premium cutting-edge features packed inside, shooting breathtaking images remains breathtakingly simple. Now isn't that simply perfect?

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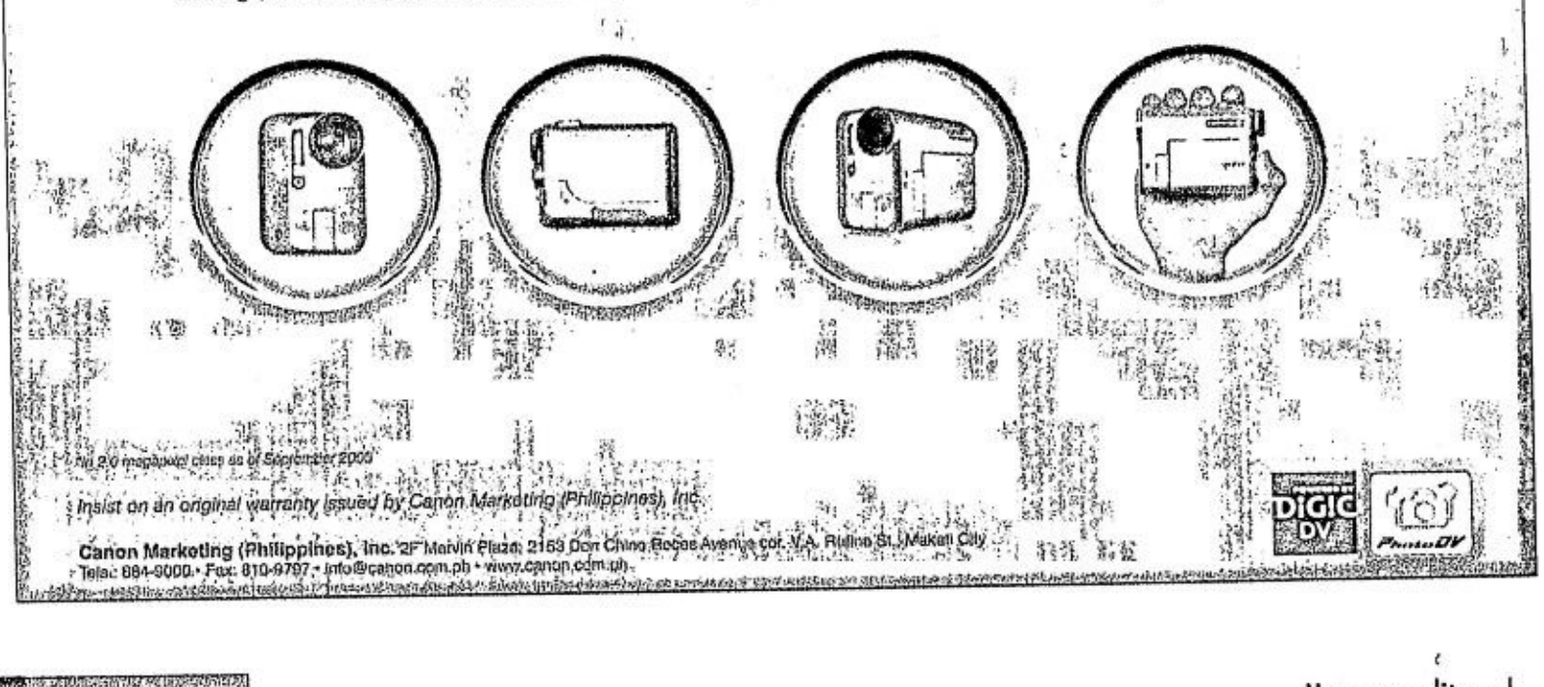

*2.0 megapixel class as of September 2005

*Insist on an original warranty issued by Canon Marketing (Philippines), Inc.

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Woman on Top

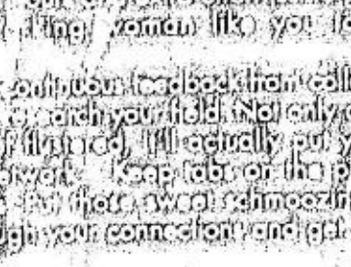
In a world of office politics and corporate takeovers, is the office a man's world?

Working women all over the country have the wrong. No longer a bastion of homeboy networks and backdoor deals behind the doors of the boardroom, these days are easy for a woman to [illegible] our day-to-day transactions have changed somewhat and [illegible] way of doing business, making it tough for even the most [illegible]

Don't let your outdated colleagues, old-world bosses and [illegible] your field. Not only does this keep you from looking fabulous [illegible] it actually puts you ahead of the pack. Network [illegible] keep tabs on the people around you and you hold of business [illegible] to the last and then put your way through your connection and get the inside [illegible] your career.

Because the corporate world has evolved into a worldwide wired working environment, it is no longer [illegible] to be computer savvy. It is absolutely critical to get into the swing of all things [illegible] Don't be [illegible] confident in your mind and out there and go fabulous with a power-worthy wardrobe and show the world that you're [illegible] fashion forward.

And we've made it even more rewarding [illegible] Metrobank is now offering the Metrobank Femme Visa credit card tailor-made for the working woman. Metrobank Femme Visa offers fabulous features and giveaways as well as [illegible] at JobsDB.com to help [illegible] your career. Metrobank Femme Visa cardholders will be [illegible] and [illegible] on fashion, [illegible] and wellness. Get [illegible] Metrobank Femme Visa and get [illegible] worth of credit [illegible] Metrobank Femme Visa cardholder [illegible]



Now, a credit card that offers all the privileges a working woman deserves.

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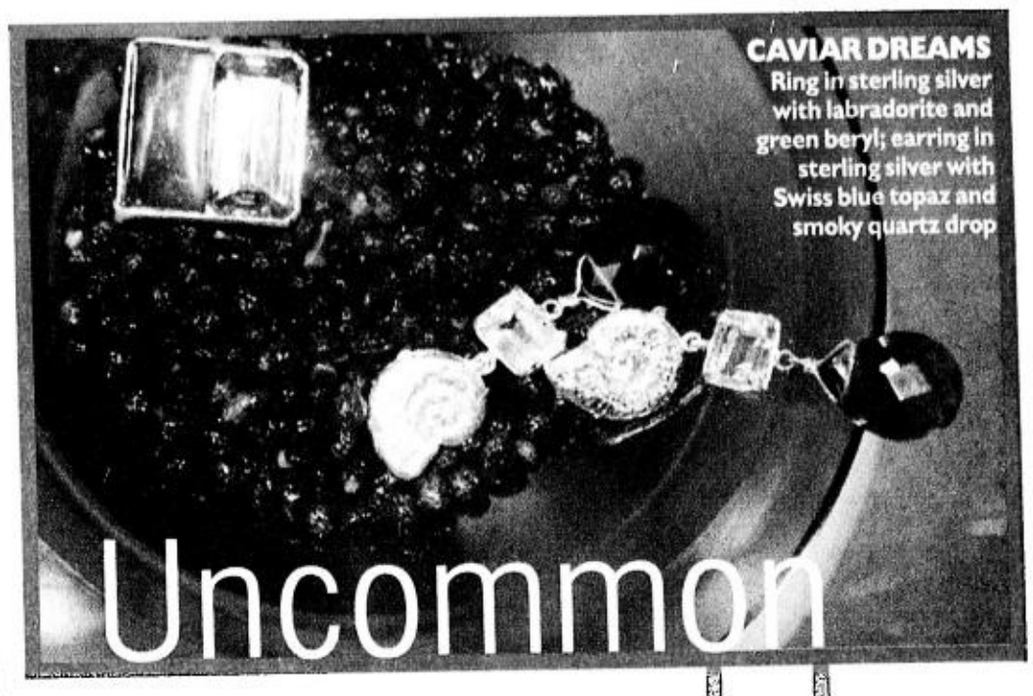

CAVIAR DREAMS
Ring in sterling silver with labradorite and green beryl; earring in sterling silver with Swiss blue topaz and smoky quartz drop

Uncommon sparkle

Wynn Wynn Ong's current pieces are imbued with her trademark attention to detail and seeming reverence for raw materials

PHOTOGRAPHY
CHITO VECINA
(09178554195)
STYLING CHITO VIJANDRE
AND RICKY TOLEDO

By Alex Y. Vergara

EVEN THE MOST MUNdane object can turn into a celebration of life in the hands of artist Wynn Wynn Ong.

After nearly a two-year hiatus, the petite jewelry designer behind the Naga (Burmese for dragon) line has unveiled her latest collection of intricate jewelry pieces, high-grade leather bags and, for the first time in her career, houseware inspired by the colors and textures of Africa.

Dubbed as "Uncommon," the pieces are currently available at Firma (Greenbelt 3) and Felicity (Shangri-La Plaza Mall). Several jewelry pieces and bags with faux deer-horn handles made of high-impact resin and adorned with "couture" jewelry (there's no other way to describe it, as no two arrangements and finishes are alike) will be featured early next year at the Asia Museum in New York.

BLACKAMOOR AMUSE-GUEULES
Rings in oval aged Iranian turquoise with sterling silver frog and snake on mango wood; rings with garnet and silver cicadas

Common objects

Uncommon is no empty boast, as Ong draws inspiration from supposedly common objects such as insects, lotus leaves and blades of grass, to one-of-kind rings, bangles and chokers made either of gold or sterling silver and embellished with such precious and semi-precious stones as garnets, citrines, lemon quartz, pearls, amethysts and topazes.

Like her previous collections, Ong's current pieces are imbued with her trademark attention to detail and seeming reverence for raw materials. Rather than cut or rework an irregular-looking stone, for instance, the artist works around it by incorporating the piece in her overall design.

SLUMBER PARTY
Sculptural gold bangle with smoky lemon quartz; earrings in gold vermeil with champagne citrines and cat's eye sunstars

The amount of work she put into her newest collection is quite evident. For one, her current pieces appear more elaborate than her previous works. Despite their labor-intensive quality, the pieces are fluid enough to fit seamlessly around the wrist, finger or neck of the typical Asian woman.

While not a few women loath the sight of insects, Ong has no problem with flies, roaches, ants, bugs and beetles, which, she says, form part and parcel of tropical living. In fact, she found some of them interesting enough to merit places of honor in her latest collection.

The squeamish need not worry. How can they, when Ong has turned these lowly creatures into luxurious versions of themselves in sterling silver or rose-gold vermeil with semiprecious stones for their bodies.

"Not a few people think within the box," says the Burma-born Ong. "I'm used to thinking outside the box, but it doesn't mean that my pieces are rare or great or anything."

Modest

She's perhaps only being modest. Ong's passion to elevate a seemingly utilitarian object into a thing of beauty makes her pieces qualified works of art. Such an exacting trait unwittingly also led her into designing and manufacturing houseware, thanks to good friends Chito Vijandre and Ricky Toledo.

"Since I can't seem to find what I want locally, I toyed with the idea of designing my own serving dishes and salad sets," she says.

When Toledo and Vijandre heard this, the duo behind Firma and Felicity lost no time announcing Ong's plans to the media. In effect, they put words into her mouth.

"My friends put the cart way before the horse and I was forced to produce," says Ong with a hearty chuckle.

The result is a limited-edition collection of African-inspired salad bowls, salad servers, decorative bowls, trays, vases and chargers that are designed to liven up even the driest of parties.

Wait until the little lady ventures—if she ever does—into furniture.

E-mail the author at avergar@inquirer.com.ph

TRUTH OR DARE—SPIN THE DOM
Kamagong and sterling bangle with labradorite; *kamagong* bangle with citrine, hessonite garnets and pearls; calfskin bag with hand-painted faux deer-horn handle with silver, coral and turquoise; embossed ostrich bag with hand-painted faux deer-horn handle with silver butterflies and carved carnelian flowers

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FASHION

Brava, domestic diva!

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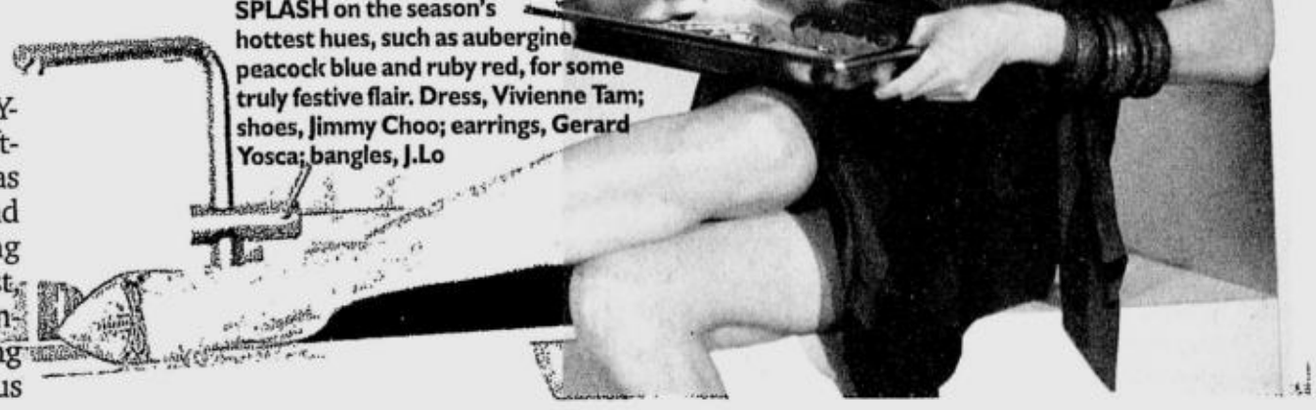

SPLASH on the season's hottest hues, such as aubergine, peacock blue and ruby red, for some truly festive flair. Dress, Vivienne Tam; shoes, Jimmy Choo; earrings, Gerard Yosca; bangles, J.Lo

APPLES' PICKINGS

Apples Aberin-Sadhwani

TIS THE SEASON FOR MERRY-making and generous gift-giving. All you domestic divas out there must be rushing around like headless chickens purchasing gifts for your hundreds-strong list, transforming your homes into winter wonderlands and preparing decadent feasts for your numerous celebrations.

It's that time of year when you open your homes to dear relatives and friends (and even not-so-dear friends of friends) to host soiree after endless soiree. And although it can be quite exciting, all the work can take its toll on your well-being, not to mention your appearance.

What's a girl to do, right? Well, changing your mindset will help. Just because you take care of hearth and home doesn't mean you

BRAVA/ F4

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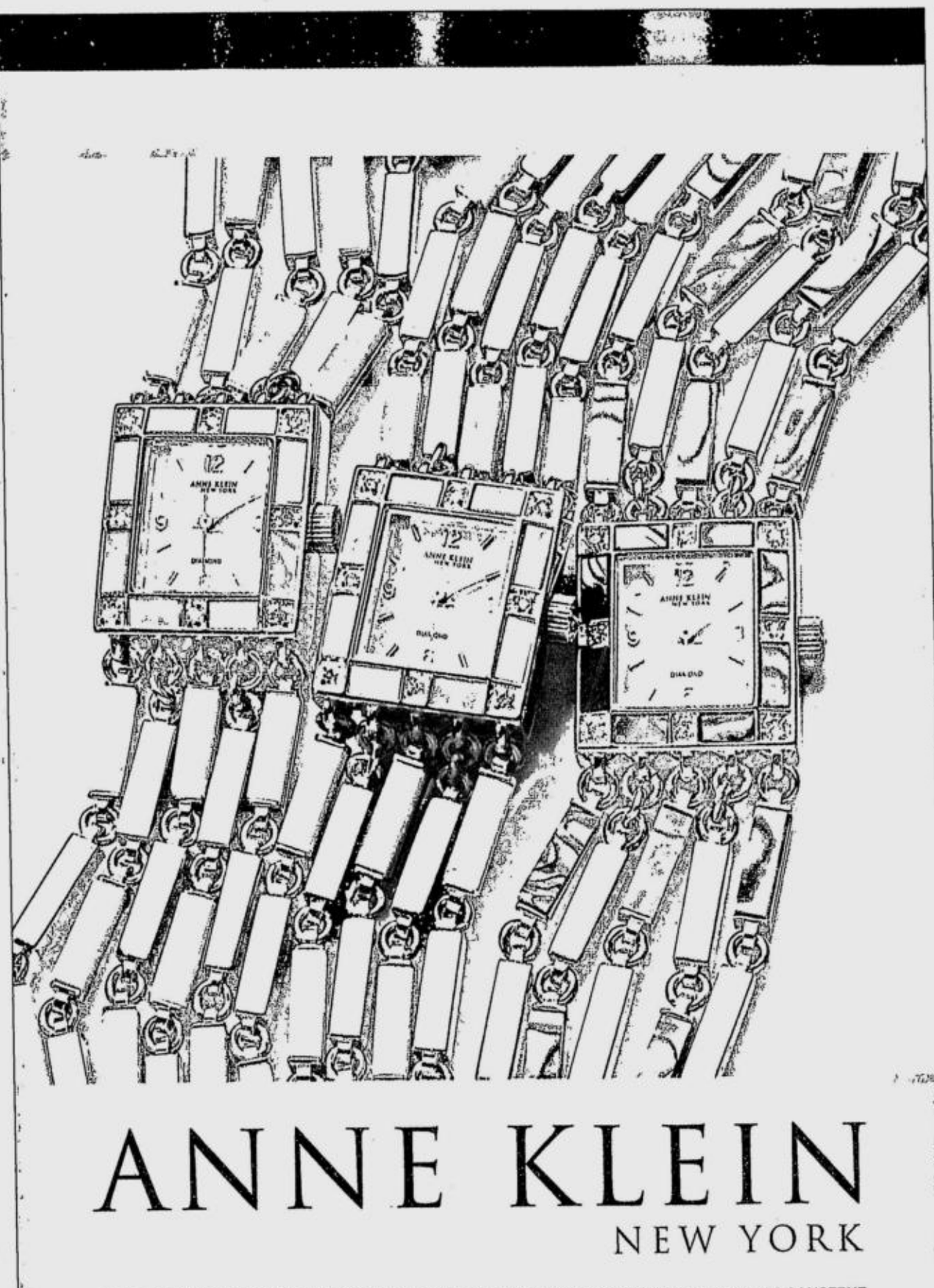

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R.S.V.P.

(Rhett s'il vous plaît)

'Monsieur and Madame Van Buren request the honor of your presence at the Champagne Ballroom celebrating Bergdorf's annual Black and White Ball'

YOU JUST RECEIVED A crisp, thick invitation with your name in beautiful Lucida Calligraphy font printed on the envelope.

You're excited, and the first impulse is to scan the date of the engagement. It doesn't matter who sent it or what kind of event it is, all you want to know is how much time you have left to prepare for the bash.

Yes, with paper so thick and the writing so perfect, the invite could only mean a formal bash of some sort, or perhaps a glamorous cocktail.

Jenni Epperson

Whatever it is, you're just happy to get one. Finally, a chance to play dress-up, don your newly bought beaded bag, dust off the killer stilettos and show off your new boyfriend or the hot husband everyone wished was theirs!

Then reality hits you. What the hell are you going to wear? Excitement turns to stress, and now your name on the envelope doesn't seem so perfect anymore.

Party recipe

Before calling to beg off and deciding to just spend your Sabado night in front of the boob tube, think! It's not that stressful, really. Trust me, I've juggled working for nine hours straight, then going home to cook dinner for family, writing an article and finally attending a party in full regalia.

No, I'm not a superwoman (though any mom who juggles family, career and social life deserves to be called one). I drink Berocca to perk me up and I have fool-proof pieces which I whip out in case of party emergencies. And often, these pieces are by Rhett Eala.

Rewind to circa early '90s. Due, Rhett's hip RTW line, was selling in Rustan's. Before Carrie Bradshaw bar-hopped all over Manhattan in her eclectic mix of couture and street style, Rhett had been making leopard print lingerie tops (to this day I still wear them, paired with tuxedo pants or white shorts) that could have been inspired by GROs on the streets of Ermita, shantung-silk ball skirts, dramatic wrap blouses reminiscent of imperial China, and, of course, his chiffon creation, the poncho!

The last gave women of all shapes and sizes a reason to attend debaucheries in style. The chiffon poncho allowed chicks (girls not old enough to wear strapless gowns), chic-kens (conservative dressers sometimes described as chic dressers) and mother hens (our moms) to show some skin but not too much. It was a recipe for a sold-out collection.

Then, enter Wink boutique in Glorietta, which was really a continuation of Due. This time, Rhett's new store offered more frocks that rocked for the growing young party peeps who couldn't wait to cocoon themselves in whatever Rhett made for the week.

There were also the shrunken blazers all the yuppies raved about, cocktail dresses in delicate ruffles which have now morphed into wedding dresses due to popular demand, and the much-coveted denim jeans and linen cargo pants with dripping Swarovski crystals, which have become collector's items.

I can't think of any local designer whose pieces became so popular that SM started selling them to the *masa*. For me, that's the true test of a trend—if it's in the racks of SM. Needless to say, countless ponchos, shantung ball skirts and blouses have been sold nationwide, thanks to Rhett.

Music and style

It's not surprising, though, that Rhett has a knack for designing soiree trappings fit for any cocktail-loving minx, because he himself is such.

Aside from spending time in his atelier fine-tuning the details of his creations, Rhett also busies himself fine-tuning his turntable and iPod (I call him DJ cute-toure) to the latest house music. Uh-huh, he is a master mixer of both sound and style, keeping the "it" girls clamoring for more of his clothes and, yes, his bad-to-the-bone house music.

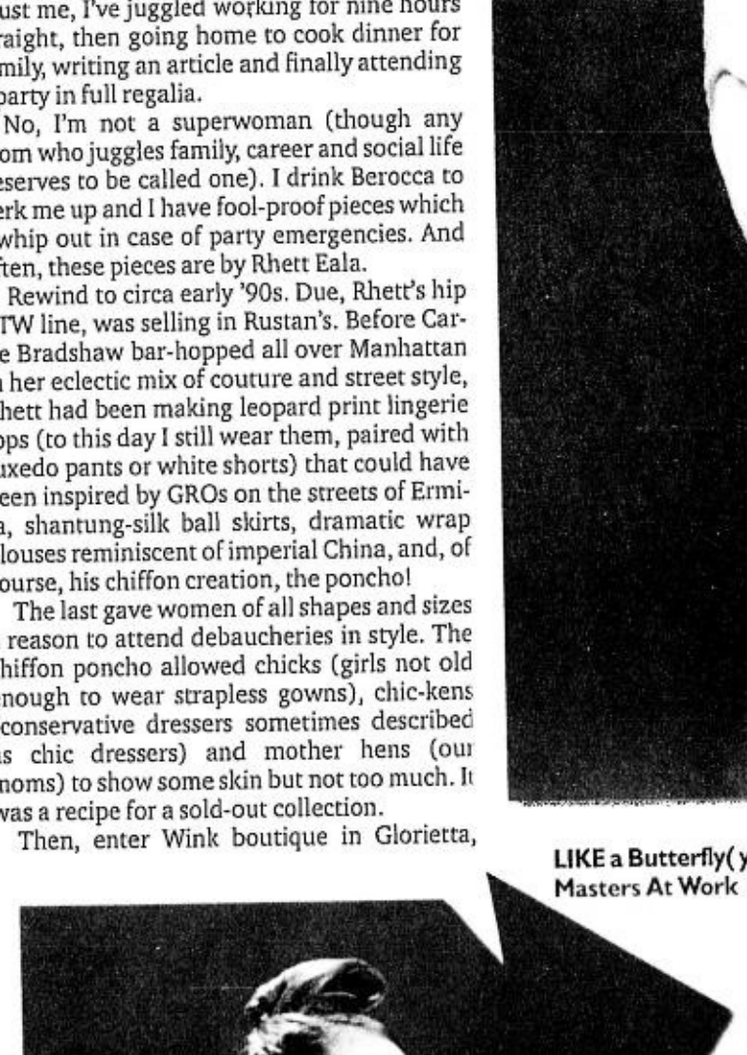
His latest collection swaggers with both texture and trimmings, from silk chiffon strips that pulsate every time you groove in the dance floor, to rows of beads hugging every curve of the female form. Rhett has definitely perfected party dressing for the young, the young at heart, and the restless.

So if you are attending a red carpet event or any formal fete any time, RSVP Rhett Eala. It's all the VIP pass you need to your next door neighbor's pool party.

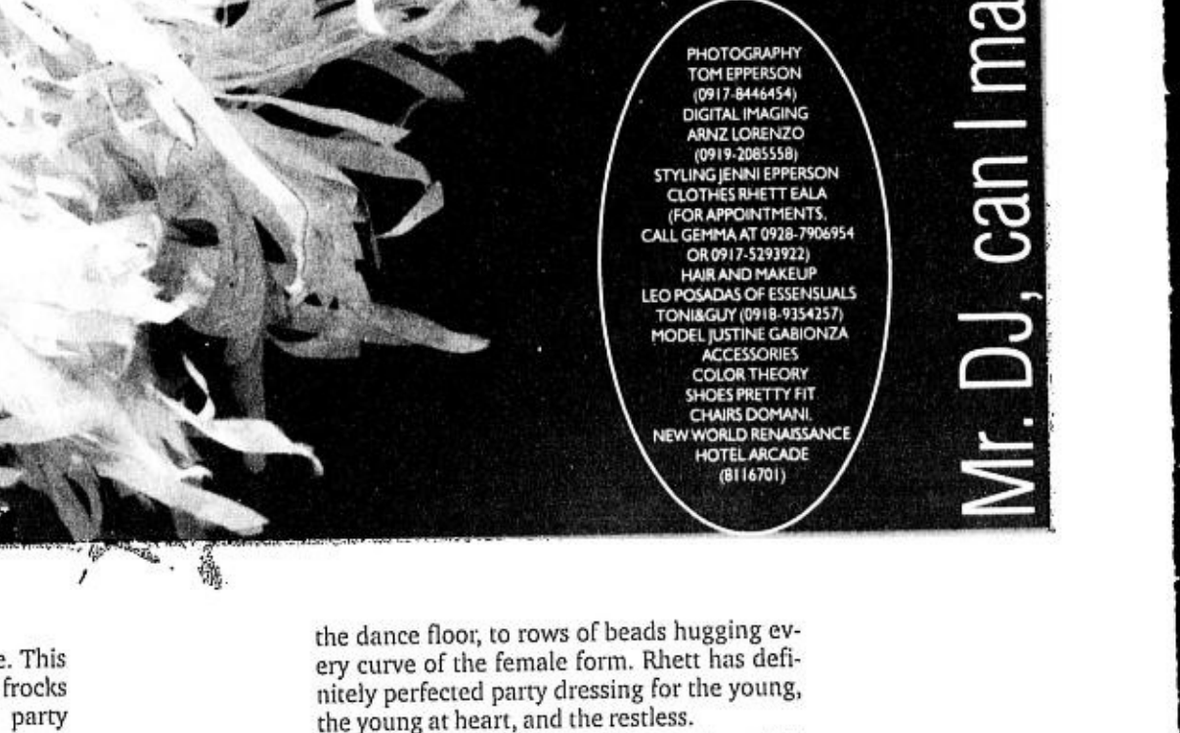
E-mail the author at jfashion@inquirer.com.ph

GET Together by Madonna

LIKE a Butterfly(you send me) by Masters At Work



TAKE Your Mama Out by Scissor Sisters



DON'T Stop
by Brazilian C

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Brava, domestic diva!

Polish off your cool Yule look with MAC's latest
Who's that lady collection

SKIN
Add a bit of shimmer to an otherwise bare face. Simply apply MAC's Glimmer Shimmer on your cheekbones, forehead and chin.

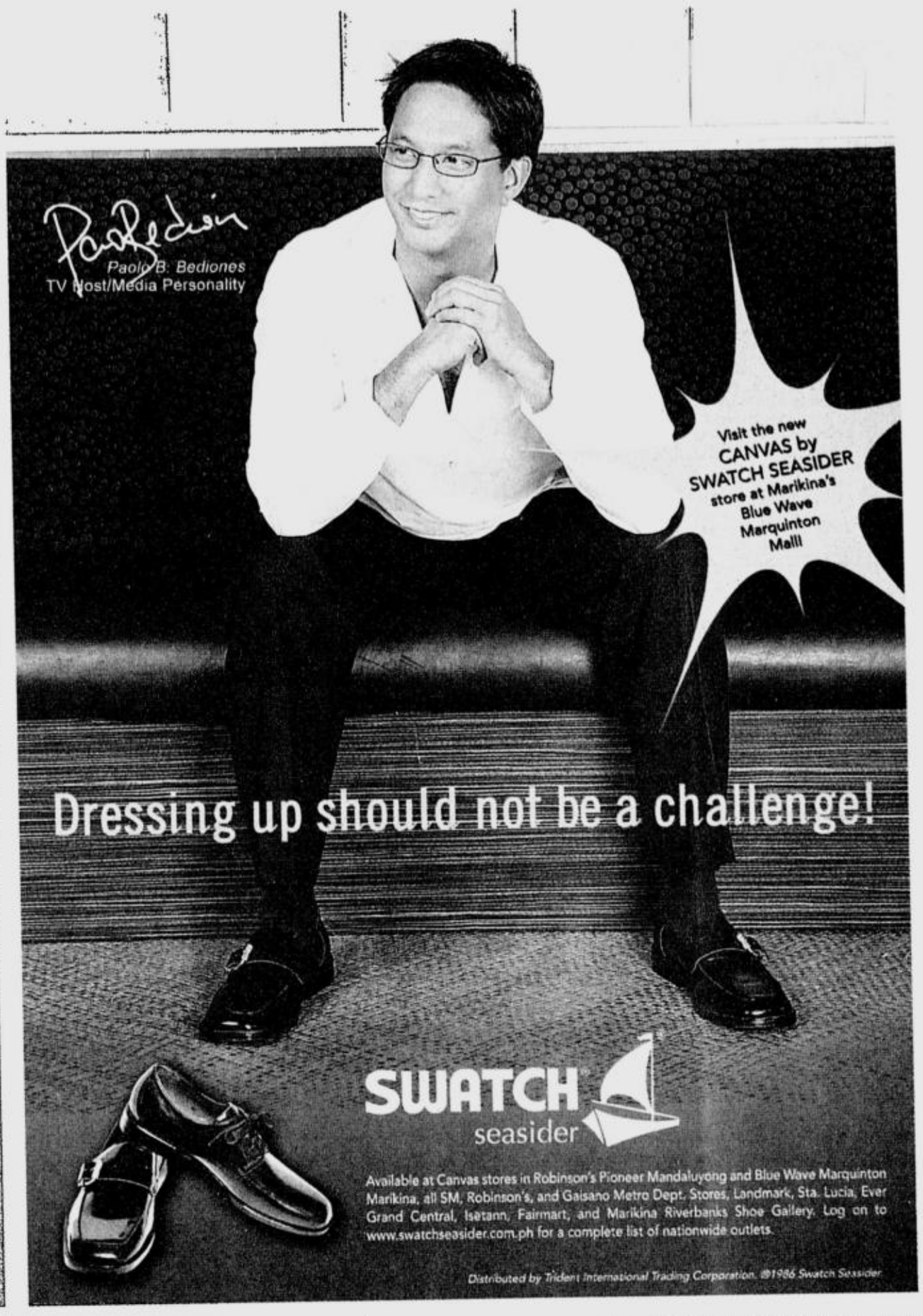
LIPS
Gloss up those kissers with MAC's Lip Gelée.

TOP, Nicole Miller; pants, Poleci; shoes, BCBG Girls; earrings, Gerard Yosca; pearls, Majorica

CHEEKS
Look naturally flushed and healthy by applying MAC's Powder Blush in Pink Swoon on the apples of your cheeks.

EYES
Create doe-like peepers with a sweep of MAC's Soft Brown Eye Shadow on your lids and Embark Eye Shadow on the creases. For added drama, line your upper lash line with MAC's Fluid Liner in Black Track.

Paolo B. Bediones
TV Host/Media Personality



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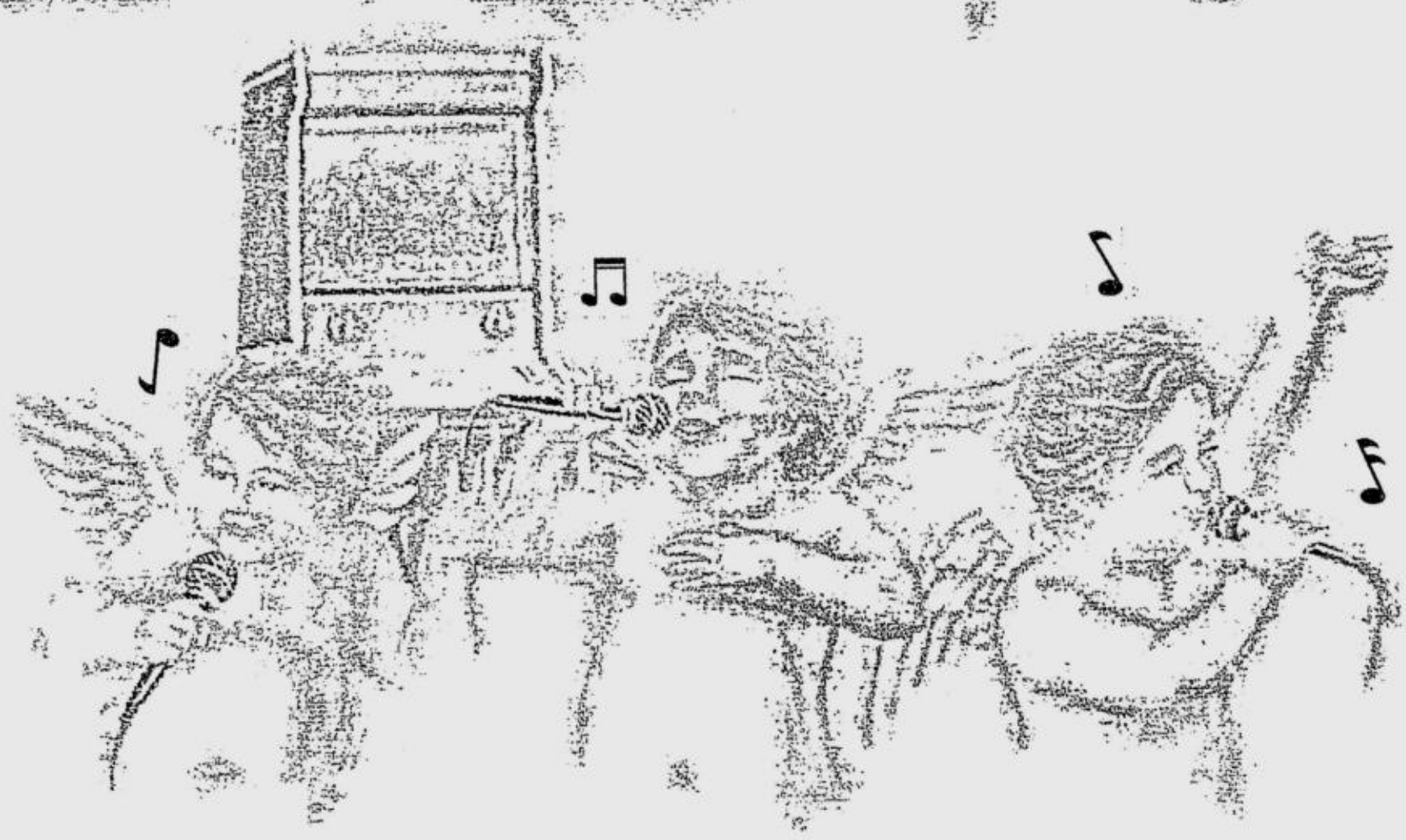

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Dec 11, The 1st Mutya ng Muntinlupa 2005, 4th/L
Dec 14, JENNYLYN MERCADO Grand Fans day, 4th/L
Dec 16, 22, 25, Meet & Greet Santa Claus, 3rd/L
Dec 16, 17, 18, 3-DAY MALLWIDE SALE
Dec 17, SHERYN REGIS Album Tour, 4th/L
Dec 18, SUGAR FREE Mall Show, 2nd/L
Dec 18, Muay Thai Kickboxing Demo, 3rd/L
Dec 30, FATHER & SONS Album Tour, 2nd/L
Mondays, Ladies' Night Acoustics @ Mark's bar, 7pm
Tuesdays, Acoustic Carols Contest
Wednesdays, Nightlife Acoustics, 2nd/L
Fridays, Live Bands @ 2nd/L

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Dec 10, THE COMPANY Album Tour, 2nd/L
Dec 11, Kids Fun Day Activity with Jollibee, 2nd/L
Dec 14, Metro Manila Film Festival Movie Tour, 2nd/L
Dec 15 - 24, Simbang Gabi
Dec 16, 17, 18, 3-DAY MALLWIDE SALE
Dec 17, 24, Santa's Meet & Greet, 2nd/L
Dec 18, Fun Games with Goin' Bulilit Kids, 2nd/L
Dec 25, 30, Nestle Ice Cream's Christmas Fun Activites, 2nd/L
Fridays, Latino Nights @ Cuba Libre
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Dec 16, 17, 18, 3-DAY MALLWIDE SALE
Dec 23, Christmas Symphony- A Choir Chorus (beside Figaro)
Dec 23, Meet & Greet Santa, 2nd/L
Wednesdays, Live Music at The Strip (beside Figaro)
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CREATE a play on textures by combining contrasting materials such as romantic lace and smooth and shiny satin. Dress, Nicole Miller; Shoes, Jimmy Choo; necklace, ring and brooches, Swarovski; martini glasses, JG Durand

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Brava, domestic diva!

From page F1

have to look like a stereotypical housewife in a lowly duster and a pair of *bakya*.

The key word is "diva," fellow wives and mothers. Only, in this case, your aim is to look, not act, like one!

So, how do you go about doing just that? Start from the inside! It may sound trite, but it's always true. When you feel good, it will show. So, in the midst of all the chaos, take time to meditate, say thanks for your many blessings and remember the true meaning of Christmas.

Having said that, let's get more practical because it follows that when you look good, you'll feel good as well. Take time to pamper yourself by getting a much-needed body scrub or massage, manicure or foot spa or even just a simple blowout in your favorite salon.

Next, make an effort to look effortlessly chic (no need to compete with your tinsel-bedecked tree unless that's what you want to do), especially when you're entertaining at home. The way you dress can help set the tone and ambience of your affair, as well as complement your décor and place settings.

If you want to host a formal dinner, take out your Limoges porcelain plates and Baccarat crystal goblets, don a gorgeous bejeweled gown and urge your guests to do the same. If you want a more toned-down affair, go with a flowy caftan accessorized with glittery gold and use your colorful ceramic plates to create some truly festive flair. The possibilities are endless and will ultimately depend on your style.

Once again, there are no hard and fast rules. But the bottom line is this: Take care of yourself while taking care of those around you, and you'll have more of yourself to give during this season of joy and thanksgiving.

To polish off your divine diva look, see page F3.

E-mail the author at afashion@inquirer.com.ph

GO for glam in a gorgeous embellished evening gown. Gown, Nicole Miller; shoes, Jimmy Choo; earrings and cocktail rings, Swarovski

OPT for a long and flowing dress that's relaxed in feel but formal in look. Dress, Nicole Miller; mules, Dolce & Gabbana; earrings and bracelet, Gerard Yosca; python bags, Clara Kasavina; bejeweled clutch, Prima

Swift

The next BIG HIT

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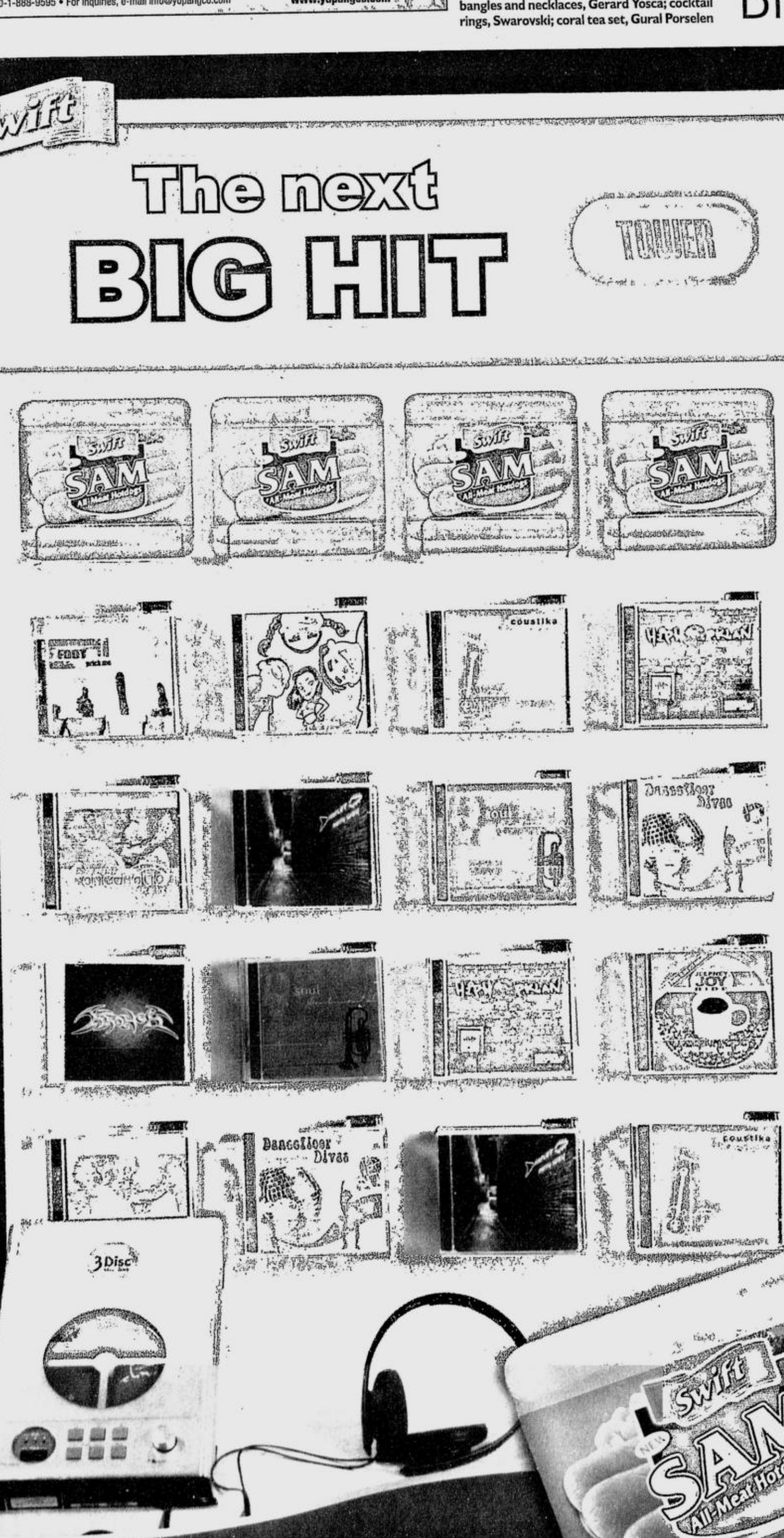

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BEAUTY

Scene stealer

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Color spectrum
p. G2

24/7 beauty
p. G2

Gift guide
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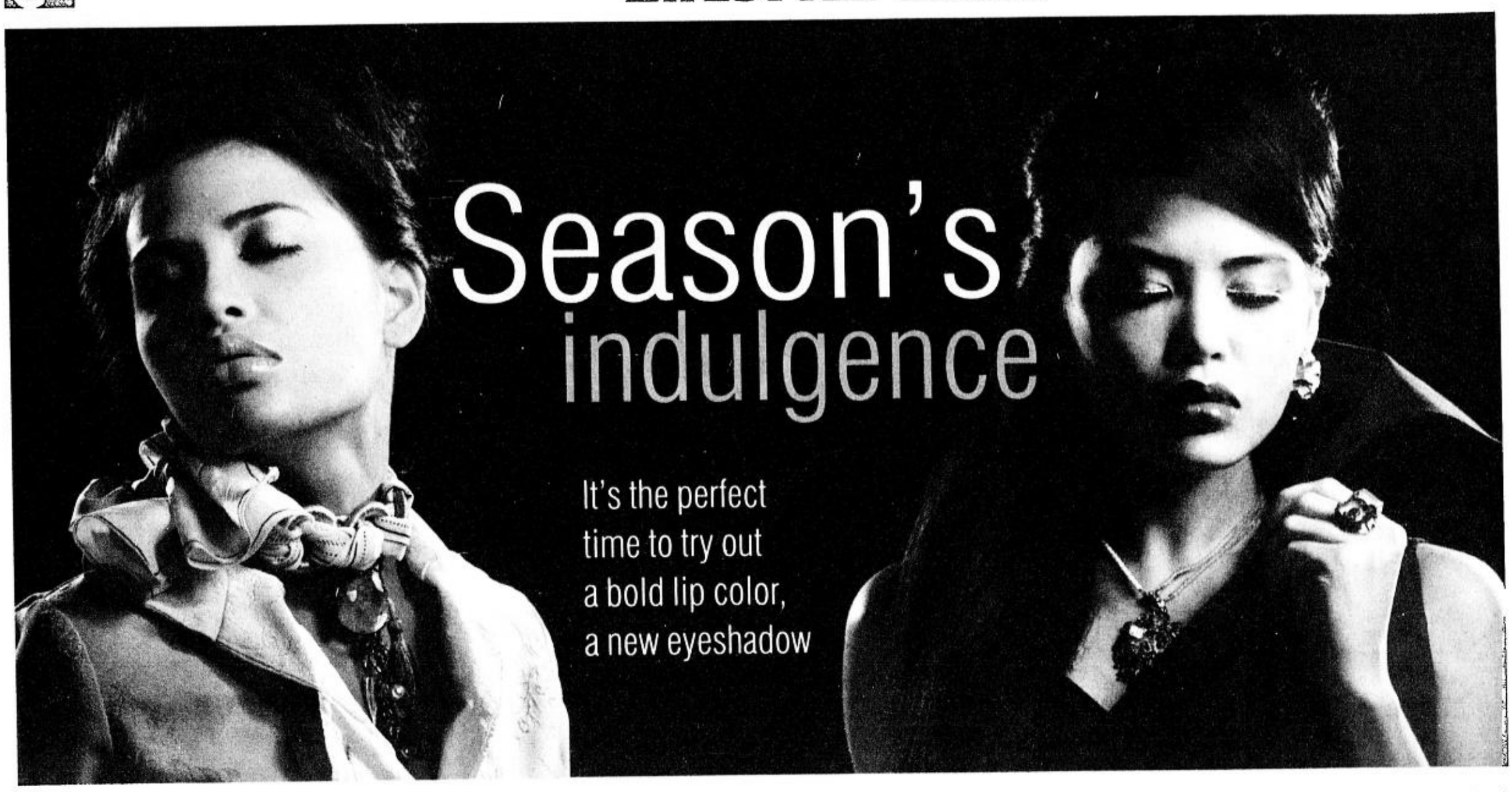


By Giselle Go
Contributor

WITH THE CHRISTMAS and New Year's countdown coming to its peak, the party circuit is revving up for celebratory fetes, friendly gatherings and raised spirits. This is the perfect time to experiment and try out new things: a bold lip color, a new eyeshadow... Show up in a glamorous holiday makeup look and you'll be on the top of everyone's wish list.

A soft golden glow is the perfect look to complement the festive lights of the season. Warm hues like copper, sienna, burnt orange and champagne can spice up any look, and give off a just-back-from-the-tropics flush—not bad for those who haven't seen the sun since summer!

To achieve the look, play up the eyes and leave cheeks and lips radiant with a bronze-looking shimmer.

Line your eyes along the lash line with a midnight blue liner and smudge it with a fine-tipped eyeshadow brush. Then sweep a pearlized blue eyeshadow on the lid (try Aqua Pearl eyeshadow from Shu Uemura's Moondrops Christmas collection).

Finish with a bit of light golden shimmer shadow where the inner corners of the eyes meet the nose to brighten and open up the entire face.

Keep lips soft with sheer colors in the same color family like ginger or even a sheer red—to add healthy color that won't compete with the eyes. (Remember, a basic rule-of-thumb in makeup—no matter what the occasion—is that when you wear a strong lip color, it's best to keep the rest of the face soft and vice versa.)

Finish with bronzer or a warm peachy blush on the apples of the cheeks for a sun-kissed look (try Shu Uemura Glow On M Amber 89).

If you need more color, add a light dusting of bronzer or blush at the temples and on the chin.

Be careful not to overdo it. You want people to notice you, not your makeup!

Dramatic color

Another great holiday makeup option is a dramatic lip color, like fuchsia. It can be a bold statement when done correctly.

To achieve a sexy mouth that lasts through an entire evening, line and fill the entire lip with lip pencil. Filling in with lip pencil gives you an even layer of color across the lips and offers much longer wear.

After filling in, take your lip brush and go over the entire lip to make sure color is evenly placed.

Experiment with lip colors such as purple, plum or shades of fuchsia and magenta (try Shu Uemura's Rouge 4 in shade 273).

Swipe extra-shiny gloss over your lip color, or try those new ultra-glossy formulations that have shimmer and color in it for quick application and touch-ups.

Use a color-coordinated eyeshadow such as purple or amethyst (try Shu Uemura's eyeshadow in Aurora Pearl) for a modified smoky eye and finish off with black mascara. This will beautifully balance out the purple tone without overpowering the face.

Lastly, a great way to highlight all your features—eyes, cheeks and lips—without looking overdone is to create a soft, monochromatic look. This means, you have to stay in the same color family.

Start with a shimmering gold eyeshadow (Shu Uemura in ME Gold 350 and P Beige 800) and line along the top lashes with a brown eyeliner.

Add a golden blush color for a healthy flush (try Shu Uemura's Glow On P Gold 93D and M Brown 74).

Finally, finish the look with a dab of lip color in similar shades or you can even try a rose-hued one as long as it is sheer.

Sheer lipsticks and glosses keep the look soft and sexy, not harsh. The result is a balance of evenly placed soft color, party-ready but not overwhelming.

Remember though, no matter what you do, it's always good to have fun with color. After all, this season, with holiday shopping and party-hopping on the agenda, is the perfect opportunity to indulge that part of ourselves that loves a little extra sizzle and excitement!

STYLING GISELLE GO
OF MARIE CLAIRE MAGAZINE
PHOTOGRAPHY PAOLO PINEDA 0918-9375498
MAKEUP JIGS MAYUGA
AND CINDY PINEDA OF SHU UEMURA
HAIR VIANNEY GUESE
MODEL PATTY ORTEGA

Pretty easy

Xeng Zulueta keeps her skin regimen to a minimum but without shortcuts

GIRL-ON-THE-GO Xeng Zulueta is not only an artist for the prestigious brand Shu Uemura; she is also a party girl. She is everywhere!

And by the looks of it, looking good is one department she has handled with ease. Since the luxury of time is not something I'm sure she has, I asked her if I could follow her around and see how she is able to put herself together. Something like a "Pinoy Big Brother" for newspaper. Okay I think that's too much.

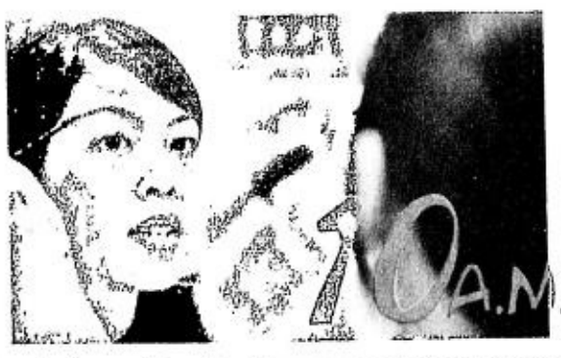
Anyway Xeng obliged, so I went to her apartment with a photographer and went straight to work.

Ria Francisco-Prieto

E-mail me at rbeauty@inquirer.com.ph

Xeng says she is a slow starter. The first thing Xeng does is wash her face with Shu Cleansing Water. This helps her get up a bit. Then she brushes her teeth using VMV peppermint toothpaste. Xeng explains that it is hypoallergenic so you don't get zits or rashes around the mouth area, which is usually the case when people are allergic to the toothpaste they use. What a great discovery!

To get her bearings and to make sure she is ready to face her busy day, she tries to have a full breakfast. She also pops her multivitamins. If she feels a little hangover from the other night (like she does today) she makes sure she drink a glass of Berocca. She swears it works!



In front of the Shu Uemura counter in Rustan's Makati where Xeng works her magic on customers, she puts on her makeup. It takes her five minutes! She first puts on foundation with the use of a wedge sponge, blush, then lipstick, and finally swipes on eyebrow manicure. Her look is easy to do and she gets a very fresh finish.

In the counter, customers start arriving and Xeng is busy assisting or doing makeovers. She tells me it's a rather easy day since a shoot was canceled at the last minute. Xeng occasionally leaves the counter to drink some water.

She says she only eats when hungry. No wonder she has maintained her figure even after all the junk food she eats during shoots.

Xeng is back in her apartment and has to get ready for a dinner date with her crew. She says she is late because dinner starts at 7!

She then grabs the first dress she sees, gets her accessories together and shaves!

Since she is always on a tight schedule, she has gotten into the habit of shaving while she is already dressed. She uses Kiehl's "Mahvelous Legs" shave cream. It is not sticky and is actually meant to just be wiped off after you shave. Really, it is a product for a girl on the go who doesn't want to compromise her looks nor her beauty digs.

Xeng doesn't touch her makeup from 10 a.m. She just adds on lipstick and layers her eyes with green eyeshadow. It's a fast and wonderful transformation from day to night!

After a wonderful dinner with friends and dancing the whole night at Embassy, Xeng is finally back home. After taking off her makeup with her favorite Shu Uemura cleansing oil and washing up, Xeng hits the bed. She then moisturizes and puts on her L'Occitane eye cover that is Jasmine scented. Her day is finally over.

A hectic schedule is never a reason to let yourself go. Like Xeng, you should have a daily cleansing regimen to be able to take care of your skin and your looks.

Watching Xeng layer makeup for her night-out should show that getting made up doesn't necessarily have to take a lot of time if you know what to do and how to do it.

Like anything, when it comes to makeup, practice makes perfect. So keep on doing makeup on yourself. Sooner or later, fixing yourself will become second nature.

Like Xeng, shifting from day to night may mean just adding an extra layer of lipstick and lining your eyes.

Know your skin. Recognize problems and look for a solutions. Like Xeng, it may just mean ditching your old toothpaste for a hypoallergenic one.

Enhance your looks by regular maintenance and by knowing what works for you. And most important, have fun while you are at it.

PHOTOGRAPHY MIGUEL OLFINDA
0917-5367423

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Create that holiday shimmer

Consider this a guide to Santa's goodies for you this Christmas

COLOR your lips red to celebrate this season.

By Lora Gahol
Contributor

DECEMBER LEAVES EVERYONE WITH something to smile about. The little ones crowd around the Christmas tree, waiting for their cue to grab a present and open it. The men, walking around in a daze with a mischievous sparkle in their eye that can only come from having found the perfect gift for their special someone. And the women, smiling their megawatt smiles while jumping from counter to makeup counter, stocking up on the items on their own Christmas list.

So if you're a woman, consider this your guide to Santa's goodies for you this holiday season. If you're a man, well, maybe this will put that sparkle in your eye—and a major gleam in hers.

Shu Uemura: Moondrops

Inspired by pearls, this collection is about a look as precious and intriguingly beautiful as the precious gem. The colors and the combinations for each look give the face a unique glow every time.

To covet for Christmas: The Color Palette includes four Limited Edition shades and comes in two color combinations: Aurora Pearl (pink-purple) and Aqua Pearl (blue-green). Finishes vary from metallic, pearl, matte, and iridescent, and gives unbelievable flexibility when used alone or worn together.

Also in this collection: 2 Rouge 4 shades, a Sweet Lip Gloss Kit with three iridescent shades, special false eyelashes, and, fast becoming everyone's must-have, Rouge Crème in two colors.

You will also find the beautiful yet sturdy makeup box in iridescent white—very hard to resist. Brush sets and special kits are available on counters for all makeup junkies.

Lancôme: Celebration

Taking after the brilliance of gems, this collection lends lips a ruby sparkle and a silvery-sapphire gleam to the eyes. When used with neutrals, the look easily translates into an effortless sultriness.

To covet for Christmas: The key to this collection, the All-Over Palette, includes two eye colors, two lip colors, and a face and body Star Bronzer that warms up any complexion. The palette case is a mysterious mix of red against black, and easily becomes the only thing you'll need to get yourself into a festive mood in no time.

Bobbi Brown: Winter White

BOBBI Brown Christmas palette

Never going over-the-top and always for accentuating the best features of any face, Bobbi Brown's Holiday offering is about strong, sexy lips set in wine and luminescent eyes brought out by shimmery white and silver.

To covet this Christmas: The Sexy Glamour Palette is a sure investment with its classic shades. The Glacier Shimmer Wash Eye Shadow and Pewter Shimmer Wash Eye Shadow are barely-there shades that nevertheless accentuate. The Charcoal Eye Shadow is great for smudging to get that smoky look, or to create a clean line that won't budge.

And then there's the Cassis Lip Color, a deep, deep berry that creates a voluptuous and kissable mouth. Lippie addicts will also fall head over heels for the Lip Gloss Palette with seven shades, from the nude, to the neutral, to the all-out reds.

Also in this collection: Eyelights Palette with creamy eye color, Faux Croc makeup kits and special brush-sets.

Shiseido: Magical Beauty

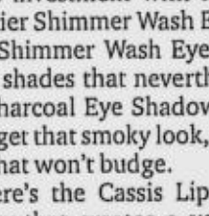
Playing with the effects of light on color, this mystical take on makeup will definitely whet the appetite of every glamour puss in search of her signature look this season.

To covet this Christmas: The Silky Eye Shadow Quad. Make it part of your pre-party primping, as the unexpected textures and combos will leave you breathlessly anticipating the next makeup look you can come up with! Hold the dark liner, but load up on mascara for gorgeously glam eyes.

Also in this collection: The Lip Gloss swirls that remind me of yummy candy cane. They aren't just saccharine-sweet; they're a pleasure to wear and have an amazing plumping effect.

Shu Uemura and Lancôme at Rustan's Makati and Shangri-La; Bobbi Brown at Rustan's Makati; Shiseido at Rockwell Power Plant and Glorietta 3.

E-mail the author at lora_gahol@yahoo.com



SHU Uemura's 2005 X-mas "Moondrops" collection

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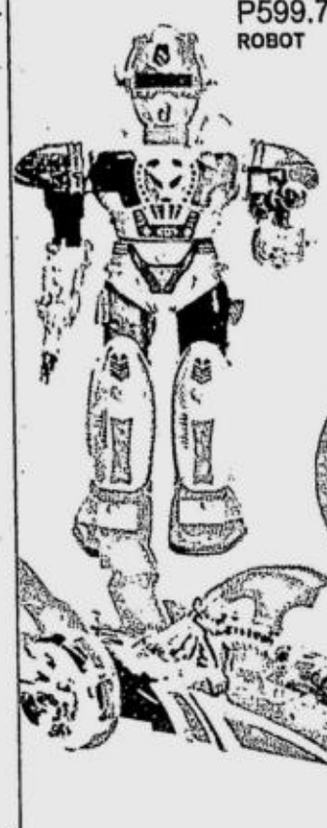

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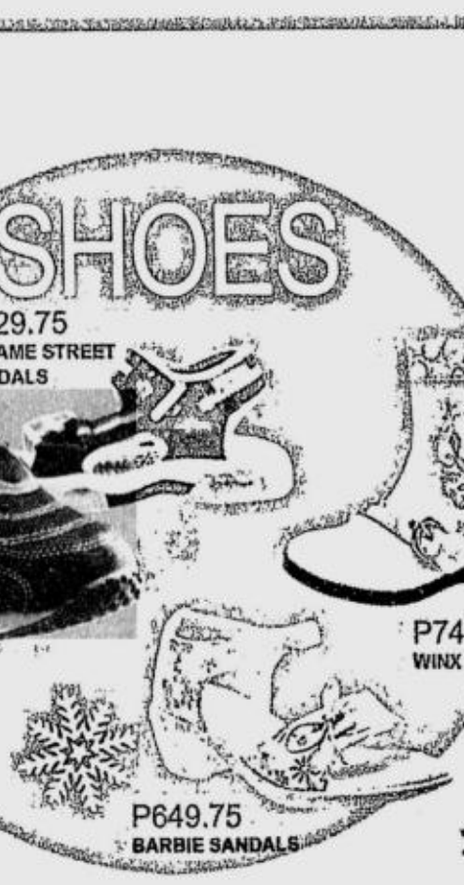

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Hot Holiday Picks

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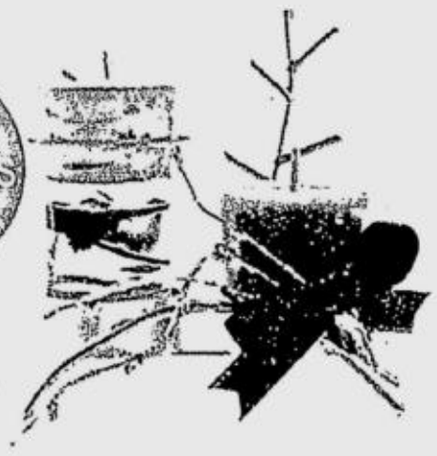
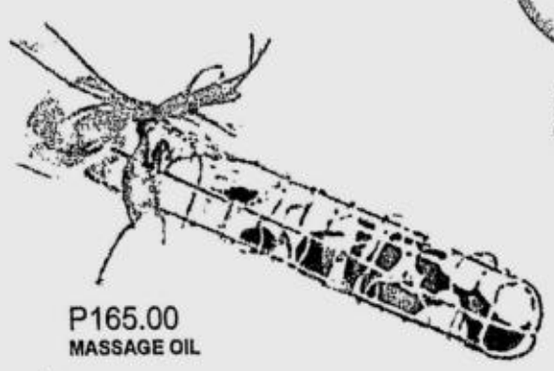


P217.80
CANDLE SET



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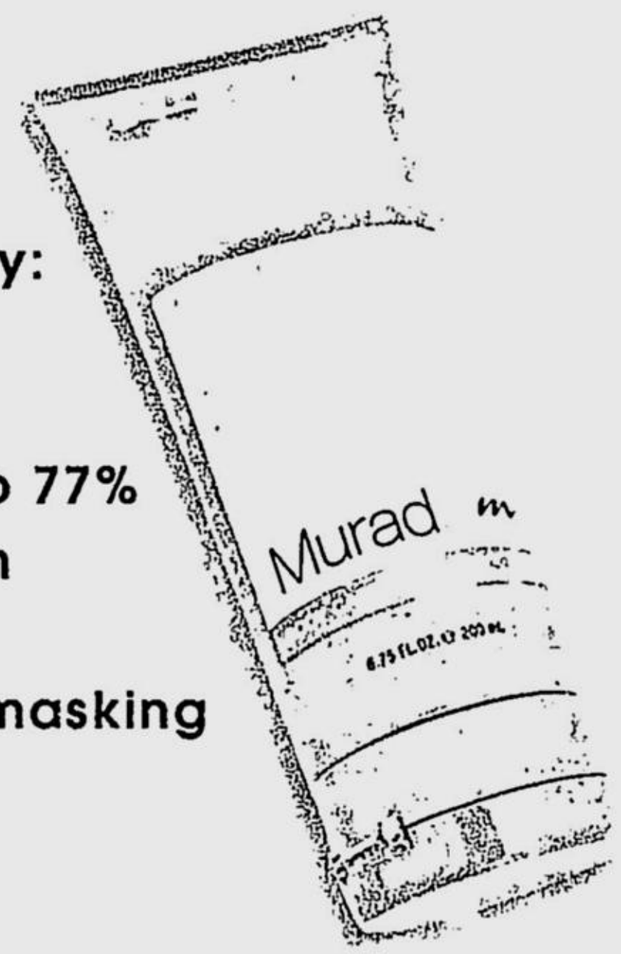
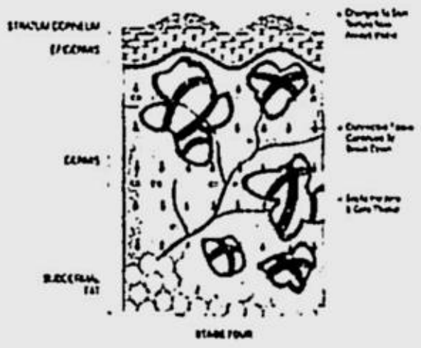


murad facts on cellulite

Cellulite vs. Regular Fat

CELLULITE	REGULAR FAT
Affects women only	Affects women and men
Concentrated around the lower trunk and extremities	Occurs anywhere on the body
When squeezed cellulite appears to have ridges lumps and irregularities	When squeezed regular fat is smooth in texture
Within the skin	Below the skin
Cannot be used as an energy source by the body	Can be accessed by the body as an energy source

The difference between cellulite and regular fat

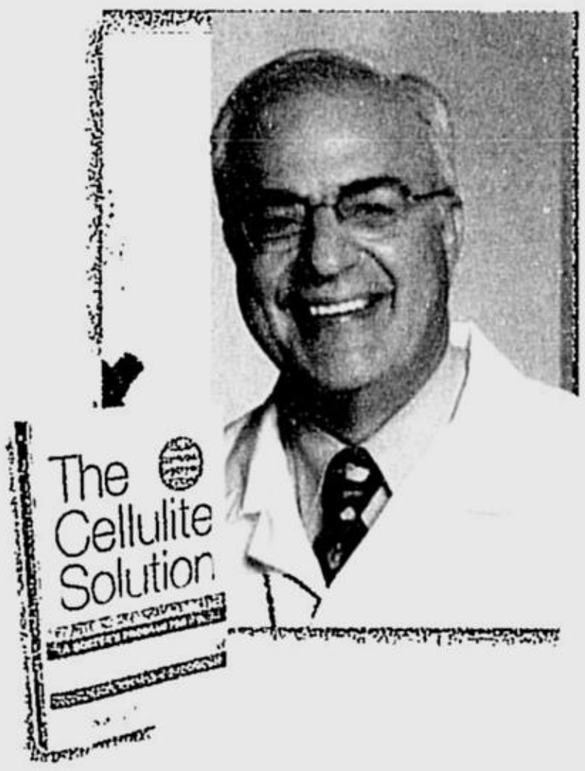


Anatomy of untreated cellulite

The Murad Food Pyramid

"Before there was medicine, there was food."
- Howard Murad M D

Dr. Murad's diet recommendation for better skin



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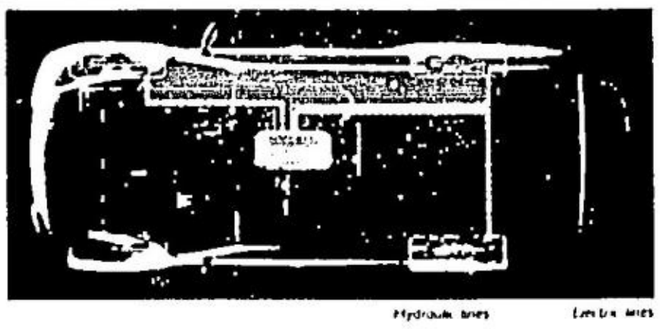

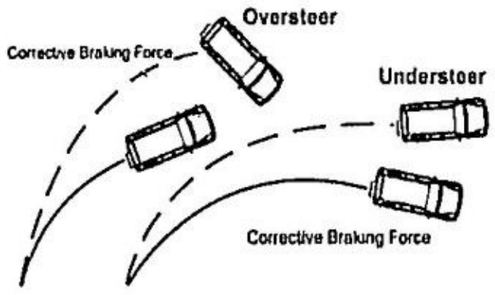

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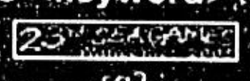
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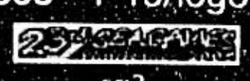
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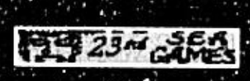
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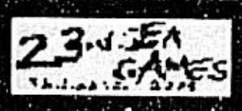
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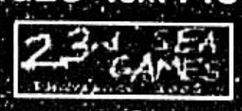
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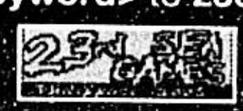
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I'm not a journalist, but there's a reason I'm here

By Lorna Kalaw-Tirol
Readers' Advocate

FOR THE PHILIPPINE DAILY INQUIRER'S NINTH anniversary supplement in December 1994, PDI chair Marixi Rufino-Prieto, who had assumed the post earlier that year, was asked what her prayer for the paper was.

This was her reply: "That, because of the power they know they have, they will use it right, they will always use it because it's the truth and that they must never use it for their own aggrandizement.

That is going to be a temptation as we become more and more powerful. I want us in the INQUIRER to contribute to nation-building and I want everyone, even the janitors, to feel he or she has a role to play."

For this 20th anniversary supplement, Marixi Prieto sat down with the readers' advocate, Lorna Kalaw-Tirol, to share her thoughts on the past 11 years as well as on the future of the newspaper.

TIROL: In our interview in 1994, you spoke about your vision and dream for the paper. You said that your vision was for the INQUIRER to become a balanced newspaper that would help in nation-building, and that your dream was to have a circulation of "half a million multiplied by five." Looking back on all that, how do you feel today?

PRIETO: I'm very happy about the way things have worked out for the paper, especially when you consider all the media we are in.

We have not sacrificed any of our principles. We have been able to maintain our growth. For the last few years we have been No. 1 and continue to be so.

We've always been willing to adapt to change, and to accept changes in the media. A lot of this is really because the INQUIRER team has the vision to carry out our mission.

The other thing that has made me very happy is we now have printing presses all over the country. We have been able to get to areas where we used to be inaccessible.

Eleven or so years ago, we were just trying to make sure the INQUIRER could sustain its growth. The reason we've gone into other

▶ 8

OUR COVER

IT'S A STAMPEDE TO A WIDE-OPEN world of possibilities, as a herd of Guyitos, the official mascot of the Philippine Daily Inquirer, is dressed in a riot of colors and styles by 20 chosen Filipino artists in commemoration of the newspaper's 20th anniversary. The inimitable animal, which first appeared in cartoon strips by chief cartoonist Jess Abrera, was given three-dimensional fiberglass form by sculptor Juan Sajid Imao, and entrusted to the artists to use as a most extraordinary canvas for their imaginations. Malang, Bencab, Kidlat Tahimik, Fernando Sena, Salvador Convocar, Soler, Steve Santos, Caña, Lydia Velasco, Ernesto Patricio, Bing Siochi, Roel Obemio, Tres Roman, Wilfredo Offemaria, Bin Samonte, Jef Samonte, Romeo Forbes, Rex Tatlonghari, Anton Balao and Jack Salud were asked to interpret the theme "The Power of Knowing," a subject consistent with the paper's aim to tap into the potential of the youth and motivate them to become achievers through learning.

Happily, the artists readily took on the (pleasant) burden of the beast. There were folk-art Guyitos and abstract Guyitos, Guyitos covered in geometric forms, wrapped in vines and plastered with comic-book illustrations. There were compasses drawn on his behind, flowers growing at his sides, rainbows curving around his neck, and stars twinkling in his eyes. They dressed him in a *bahag*, put him in shoes and polka-dotted socks, and even draped him with the Filipino flag.

Almost always, however, there were images of children—children reading books, climbing trees, playing old childhood games or simply dreaming of everything they can do and all they could be. Indeed, if there is one idea all the artists understood, it is how big the world can be when one embarks on a journey of discovery. Thus, our happy Guyitos graze in borderless fields, where colorful opportunities thrive, for every child to reap and claim as his or her own.

The carabao sculptures will eventually find homes in 20 selected cities or municipalities nationwide, to be chosen based on their high schools' rankings in the Regional Finals of the Quiz Bee Competition.

Here's hoping our beloved Guyitos will be welcomed and taken good care of wherever they wander, cheerful and familiar reminders of the rewards of hard work and the power of knowledge.

Alya B. Honasan

20 GUYITO ARTISTS

- Malang
- Bencab
- Kidlat Tahimik
- Fernando Sena
- Salvador Convocar
- Soler
- Steve Santos
- Caña
- Lydia Velasco
- Ernesto Patricio
- Bing Siochi
- Roel Obemio
- Tres Roman
- Wilfredo Offemaria
- Bin Samonte
- Jef Samonte
- Romeo Forbes
- Rex Tatlonghari
- Anton Balao
- Jack Salud

Celebrating his 50th Wedding Anniversary was just icing on the cake.

Dahil sa alaga ni Doktor at sa mga gamot na binuhusan ng research, he can live longer and more fruitfully, despite his heart disease.

For Lolo Andy, discovering he had heart disease when he was 60 made him fearful for his and his wife's future. The uncertainty darkened their blissful life. Pero salamat sa Maykapal, sa alaga ni Doktor at ng mga gamot na binuhusan ng research, Lolo Andy today lives happily and fruitfully despite his heart disease. Sulit talaga ang gamot n'ya — gamot na gawa ng Pfizer! Pfizer not only saved his heart, it also helped him and his wife reach 50 years of a love-filled life together. Definitely a milestone worth living for! Sabi nga ni Lolo Andy, dahil mahalaga ang buhay, ang gamot dapat sulit.

Dapat Sulit.

Pfizer

REX TATLONGHARI

THE CHAIR SPEAKS

I'm not a journalist, but there's a reason I'm here

▶ 6

media is our dream of being able to reach all segments of society.

For example, we went into the tabloid market, a tough market, as a way of improving the thinking and reading capacities of all sectors of society. Of course we got into the Internet because we wanted to bring news about the Philippines to all Filipinos worldwide.

Investments in new possibilities have always been heavy but I can say for a fact that all the directors, the shareholders of the INQUIRER, have never once said no to a suggested investment.

When I came in, I realized how much the INQUIRER does and can do to improve the state of the country not just by giving the news but by providing information that will enable our readers to make the right decisions or to improve themselves.

Reading the paper is a very enriching experience. Positive stories about people who have made something of themselves, especially in the provinces, give hope to people who feel so down.

TIROL: Politically speaking, these are not the best of times to run a paper that enjoys complete editorial independence. How do you handle complaints, criticism, even veiled threats from people who feel that the paper is biased against the administration? Do you sometimes regret having adopted a hands-off policy vis-a-vis the newsroom?

PRIETO: A hands-off policy is perfect for me. I tell anyone who complains, whether about a business or a political matter, that I'm sure the editorial department tried to get his side, otherwise I'll make sure it comes out.

What we try to do is to balance, to make sure that both sides are heard. We must be able to report the news the way it is without having to protect it.

We have to make that extra effort to achieve balance.

We cannot continually put the country down because if the economy gets worse, we won't be able to help the sector that needs help.

TIROL: What do you think are the INQUIRER's strong points?

PRIETO: The paper comes out with a lot of stories that normally would not see print. We're not biased. When I read a story and I see the effect it can have in improving the country, I feel I'm contributing something.

I've always felt that there is a reason why I'm here, and that must be to help build the country. I am not a journalist, I'm a business person, but why was I put in the INQUIRER?

At the end of the day, when we face our Creator, we must be ready to say: This is what I did with what You gave me. This is the reason, I think, why some people are in positions of power and some are not. It's not a right, it's a stewardship.

The people in the paper always have to realize there's a reason why they are powerful. They have to be able to answer to themselves. Am I doing what I'm supposed to be doing? You're here for a reason. That's your own personal mission.

TIROL: In what areas do you think the paper should improve?

PRIETO: I think in all areas. It would be nice if we could improve more. Circulation is the area where the competition is toughest.

If we improve circulation, we necessarily improve all the sections because we have to reach all readers—young and old. We have to make every single section of the paper very relevant, to make people say, I have to read the paper; if not, I'm not complete.

We have to keep improving day in and day out and find out where we should be but are not. And we ourselves should make more use of our content.

TIROL: Where do you see the INQUIRER in the next 20 years?

PRIETO: I see the INQUIRER in 20 years being as relevant as it is today, in whatever medium. It will continue evolving. We will accept change and make the necessary changes. Our failure to see this need would be the death of the paper.

Credibility is No. 1. We have to make sure that we're always credible.

To survive, we cannot be in just the print medium. We have to go into all forms of available media. It will be expensive in the beginning but in the end, the long-term effect will ensure our staying here. And the return on investment is not only for one sector, but for all—the employees, the stakeholders, and the nation.

The other thing I'd like to see is the training of the successor generation. There has to be a succession process to protect the company.

Nobody is indispensable, and the higher your position, the more important it is for you to look

▶ 12

MARIXI RUFINO-PRIETO: Credibility is our No. 1 concern

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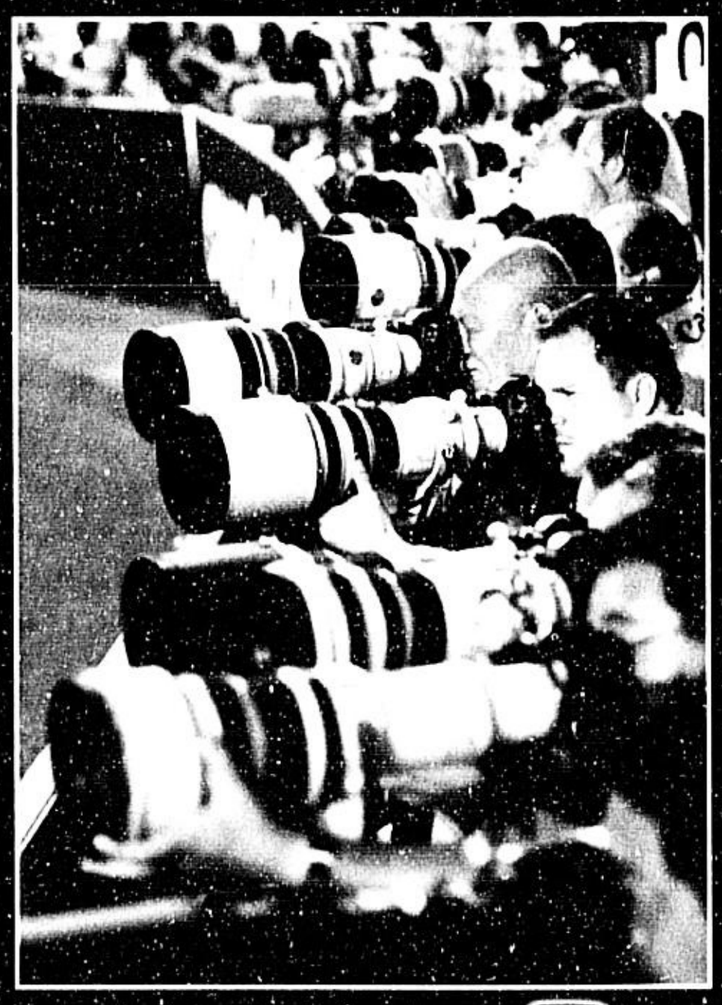

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COME FLY WITH US. Captain Sandy Prieto-Romualdez with INQUIRER mascot Guyito and affiliate publication Cebu Daily News mascot Siloy, puts on the take-charge, trust-me cap and urges advertisers to soar aboard the PDI "supersonic" flight toward a voyage of discovery during the recent Advertising Congress in Cebu. CDN PHOTO

20/20

20 reasons for staying on top at 20 and beyond

By Alexandra Prieto-Romualdez
President / CEO

1 IN THE BEGINNING, THERE WAS PASSION. As it was then, so it is today. It drives us to serve our stakeholders, most especially to serve the reason for our being—our readers.

2 Being always in search of excellence, we are today the most-awarded editorial team in the country. We have earned more than 250 national and international awards (CMMA, Jaime V. Ongpin Award for Investigative Journalism, Rotary Club of Manila, United Nations, Philippine Press Institute, Newspaper Association of America, Society of Publishers in Asia, etc...)

3 Our slogan, "Balanced News, Fearless Views," is not just sloganeering. We take that very seriously.

4 Which is why we are the only newspaper in the country with a readers' advocate, a correction box and an e-mail/SMS-based feedback system for each section of the paper. We also conduct regular focus group discussions to keep us on track of our readers' concerns.

5 No one reads markets like we do (with the exception of Warren Buffet, perhaps). We cater to the general (but always human) interest and niche markets with our innovative and special interest publications.

6 Which is why we are the most diverse multi-media organization there is today in the country, with affiliates in TV, the Internet, magazines and radio.

7 To get the growing MRT-LRT population to read, to be informed, and thus have within its

▶ 12

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ROEL OBEMIO

20/20

20 reasons for staying on top at 20 and beyond

▶ 10 reach the power of knowing while on the run, we have Libre since 2001—the country's first and highest-circulated free newspaper.

8 Which is in line with the premium we put on education. This is why we provide journalism scholarships to deserving students as well as to newsboys through our Newsboy Foundation.

9 For the past five years, we have had a Youth Readership Program for the young to get into the habit of reading. In his wisdom, Rizal said it all for us: "The youth is the hope of the Fatherland." A well-informed youth is an indispensable foundation for thinking and empowered successor generations.

10 We don't fear the irreversible advance of information technology. We have welcomed it to reach an audience we otherwise could not possibly have reached. Take our INQUIRER-GMA 7 initiative—INQ7.net. It is now among the most visited news websites in the world, and is No. 1 in the Philippines.

11 We have the most technologically advanced production and printing facilities providing invaluable assistance in our "first-to-market" strategy.

12 Like our slogan, which we take very seriously, we especially take to heart the value of corporate citizenship through our sustained partnerships with NGOs and charitable institutions that make a difference for the betterment in the lives of the Filipinos. This is a commitment as solid as our commitment to our readers.

13 Another commitment we are proud to keep—to support excellence in advertising through our partnership with the Cannes Lions International Advertising Festival.

14 There's a personal touch in our transactions with our advertising clients. Not because we are hoping to get their business, it's just the way we are. Thanks to our people-centered sales and marketing team, we are the leader in circulation and display ads.

15 We care for the environment. We use soy-based ink and we advocate paper recycling through our annual New Paper Drive.

16 We promote physical fitness starting from within our ranks with our regular cycle of tournaments, sports events and a fitness program available right in the premises of the INQUIRER headquarters in Makati City.

17 We are the most mother- and baby-friendly newspaper office, with our daycare center, no doubt the first in any media organization. Soon to be launched is a nursing corner, another first in the industry, to encourage our female employees to breastfeed their newborn babies.

18 We are the only media organization to share its profits with its employees.

19 The INQUIRER was forged in the fires of dictatorship in 1985, and it has gone on day after day in the next 20 years keenly aware of its origin and unwavering in its purpose. The board of directors has kept pace. It acts as though the INQUIRER is less a business than it is a mission.

20 The INQUIRER is shaping up to becoming a pillar of a democratic society. This is the institution that we are working, brick by brick, to build for the people and of the people now and always. ●

THE CHAIR SPEAKS

I'm not a journalist, but there's a reason I'm here

▶ 8 for, and to train, the one whom you want to take your place.

I don't want to see a void in any of the departments, whether editorial or business. As it is now, the more people you have working with you, the greater the responsibility of ensuring that the INQUIRER will always be there for them.

The INQUIRER will continue with its mission to be the most dominant news provider. We are going to get into whatever way we can to bring out the news on everything that affects society.

We're going to make sure the INQUIRER will be here for the next 20 years and more. We will still set the agenda. I think that the INQUIRER will never lose its influence.

We'll always be here. ●

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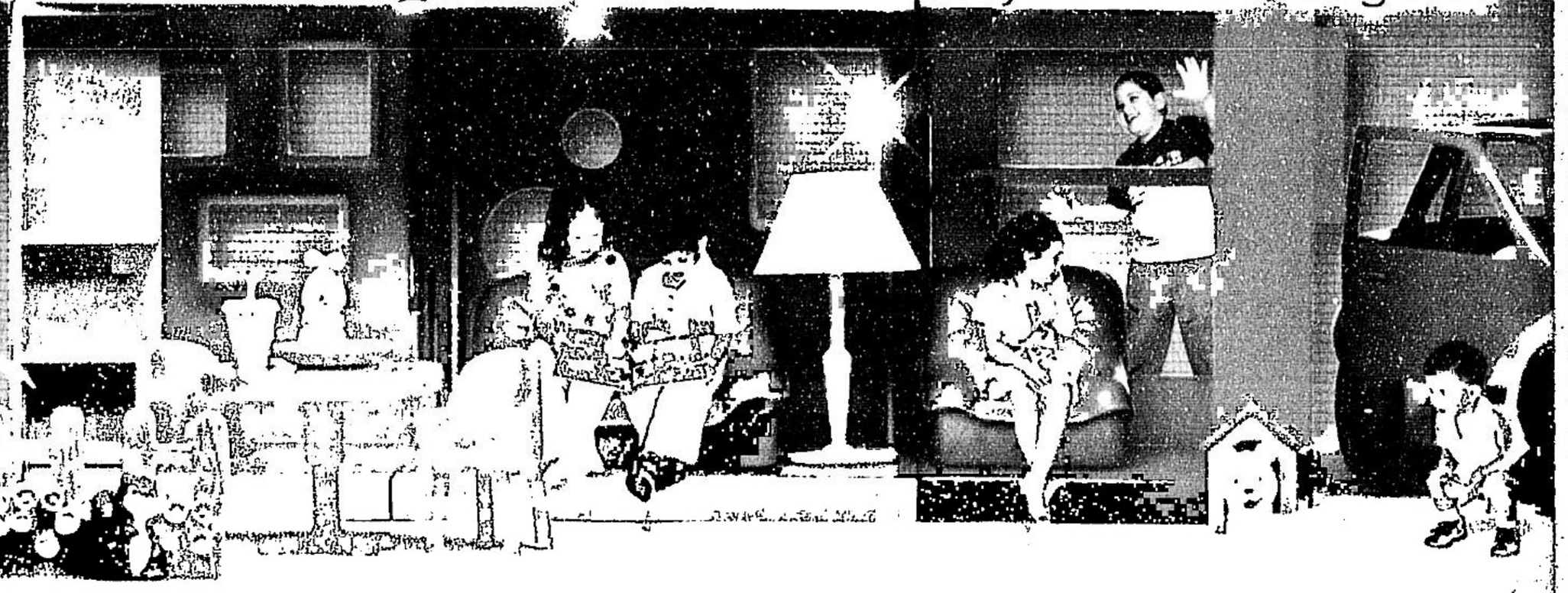

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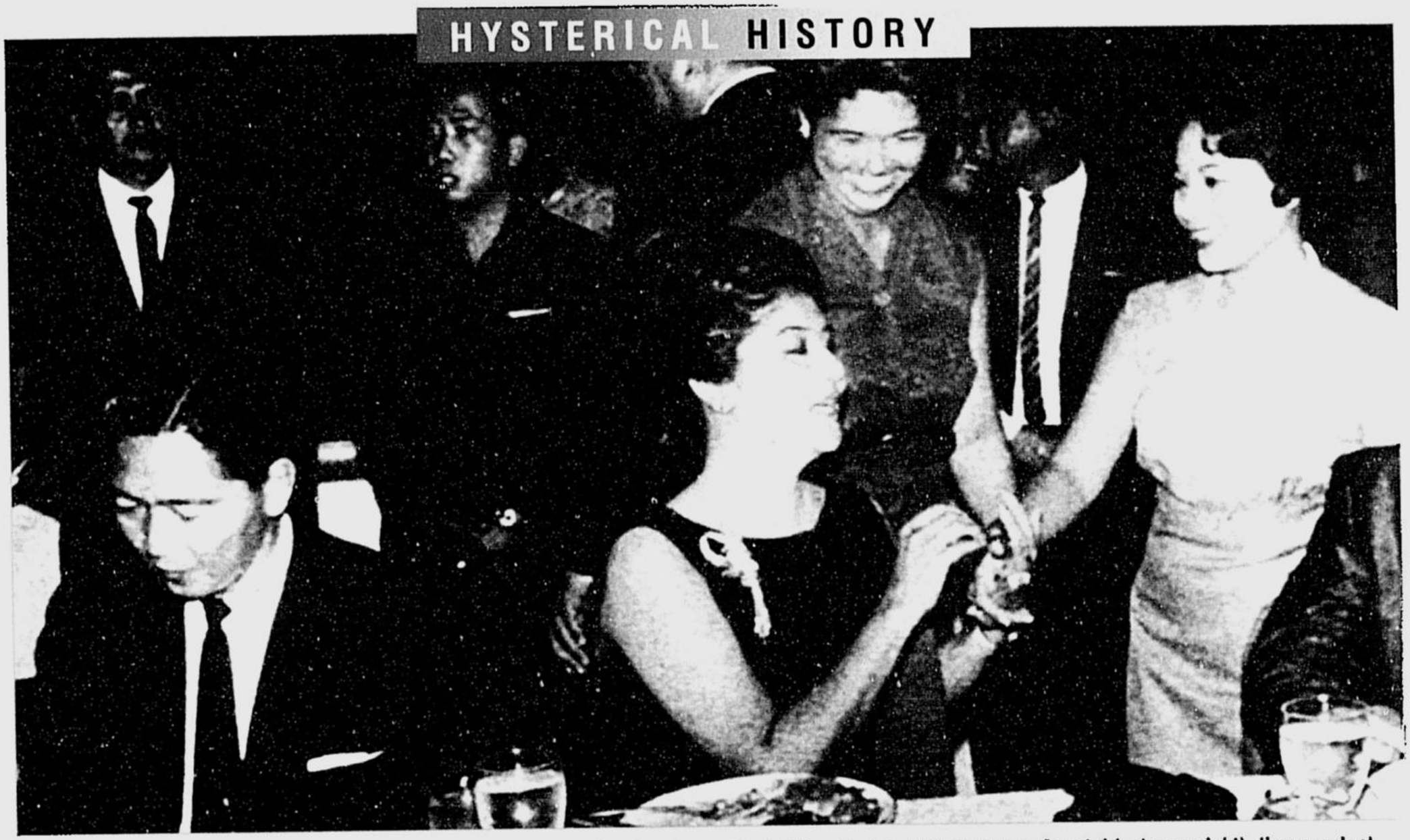
LYDIA VELASCO

HYSTERICAL HISTORY



RUBBING ELBOWS with the Marcoses, Ferdinand and Imelda, in the glory days of their "New Society," Eggie Duran-Apostol (extreme right), the compleat women's magazine editor, wasn't rubbing them in—just yet.

Present at the creation as creator

By Eugenia Duran-Apostol
PDI Founding Chair

DID YOU SAY HISTORICAL?
Or hysterical?

Both describe the beginning of the Philippine Daily Inquirer dating all the way back to the declaration of martial law by President Ferdinand Marcos in September 1972.

Looking back, I am convinced things just don't happen. They happen for a purpose, divinely designed for sure. For I cannot explain the events in my own career that led to the founding of the INQUIRER and its pace-setting preeminence today in Philippine media.

Marcos enjoyed being President in 1965 and being reelected in 1969. On the pretext that the country needed to become a New Society, and could only do so under his tutelage, Marcos declared himself President for life.

He arrested all dissenters, especially influential media owners and writers, and his most vocal political critic, Sen. Benigno "Ninoy" Aquino Jr. who was then strongly favored to succeed Marcos.

The declaration of martial law led to the shutdown of all newspapers and magazines not partial to Marcos who only allowed his own crony-owned or relative-owned press to sing praises of "the good, the true and the beautiful," his wife Imelda's buzzwords. But he allowed women's magazines to open with the approval of Defense Secretary Juan Ponce Enrile.

Cristina Enrile's favorite

My husband being the favorite civil engineer/builder of the defense secretary's wife, Cristina Ponce Enrile, was my route to the approval of the very first martial law women's magazine—Woman's Home Companion.

This request was made through me by several of Manila Chronicle's former top executives who found themselves jobless after their paper was shut down—Rod Reyes, Choy Escaño, Johnny Ordoveza and Vergel Santos. They asked me to be the editor.

Being the first post-martial law magazine, we flourished—so well that the initial capitalization needed to be upped in two years. The money of the Chronicle executives was not enough—so we sold to the printer, the Guerrero family, for three times our original investments.

The Chronicle group went their individual ways, leaving me to continue as editor.

But the highly artistic Morita Guerrero and her daughter had their own ideas about how to handle the magazine. So I quit. But without warning, the whole staff quit, too!

Mr. & Ms

What to do? Start a new magazine called Mr. & Ms, with some friends volunteering to join as stockholders. This was in 1975.

When Cristina Ponce-Enrile heard about it, she said: I want 20 percent, too.

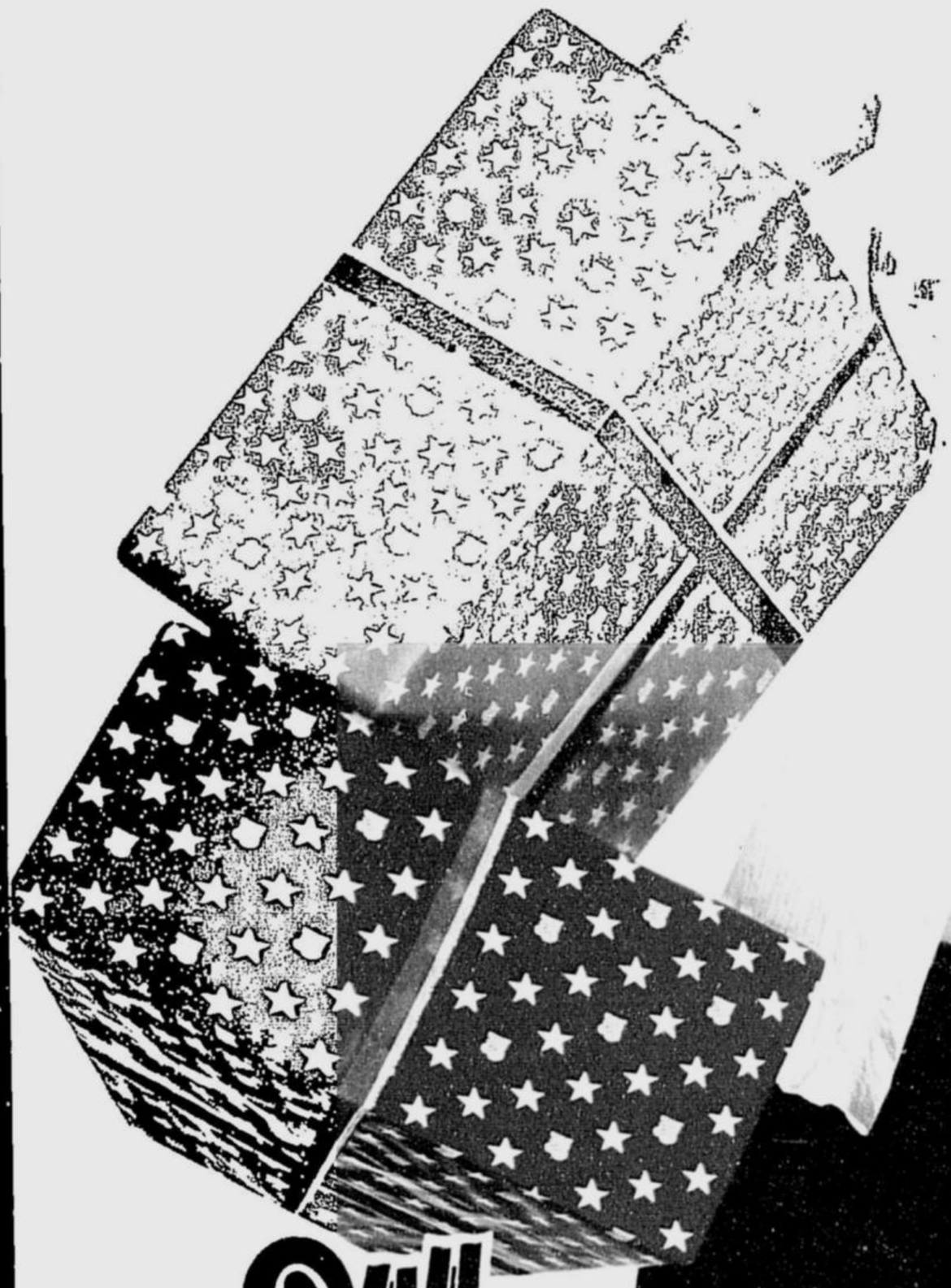
The women's magazine market now being crowded, it took some doing to break even. But we did it.

Mr. & Ms was on its eighth year when Ninoy Aquino, on his way home after a 3-year exile in the United States, was shot dead upon landing at the Manila International Airport on Aug. 21, 1983 while in the custody of the military, and secured ostensibly by close to 2,000 soldiers.

▶16

Christmas

mystore.
mysm.



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SAJID IMAO

▶ 14

Immediately, we planned a report on Ninoy's life and work in Mr. & Ms. To say that it sold very well is an understatement. The outrage of the Filipinos was concretized in the two million people who showed up at his 7 a.m. to 9 p.m. funeral on Sept. 30, 1983.

The next day, hardly a word about the funeral was reported in the Marcos-controlled newspapers.

This got me mad, and gathering the Mr. & Ms staff, I announced a special funeral issue the very next day. It was a 16-page, black and white P2-edition which sold 150,000 copies at first. The copies were increased to 150,000 more, and with the clamor from news dealers, a new order of 460,000!

The demonstrations continued in the streets. How to document all these?

Jobless Letty

I ran to the house of Letty Magsanoc who was jobless after Bulletin publisher Hans Menzi fired her from the Bulletin because of an unsympathetic (to Marcos) but fairly accurate story she wrote in the newspaper's Sunday magazine, Panorama, two years earlier.

I asked her to edit a Mr. & Ms Special Edition "for justice and reconciliation" to record the daily demonstrations of an irate people. "But you can't use my name," she admonished, or we run the risk of being closed down.

We didn't until 1986. But that's getting ahead of the story.

For three years since the Aquino assassination, the Filipinos not only in Manila but in other capitals kept up their protests even with a fact-finding board in place headed by Judge Corazon Agrava. Late 1984, the Agrava board's majority report recommended that the accused, led by AFP Chief of Staff Gen. Fabian Ver, stand trial at the Sandiganbayan for the double murders (Ninoy and his alleged assassin Rolando Galman) on the airport tarmac. Agrava herself submitted her own minority report that confined the accused to only five suspects, excluding Ver.

Weekly is born

The suspicion was very strong that the Sandigan trial would end up in a whitewash, challenging us at Mr. & Ms to record the trial of the "Aquino 26." For that purpose, we decided in a snap (while having *merienda* at Goldilocks) to set up another weekly to chronicle the trial. Letty suggested the name "Philippine Inquirer." (Because she lived for six years in Philadelphia where her favorite paper was

MEDIA OWNER WITH THE MOSTES'. Eggie Apostol considers Chino Roces, owner of the pre-martial law Manila Times, the ideal publisher. He and his family never used the paper for their personal interests. They were hands-on but kept their hands off editorial.

the Philadelphia Inquirer). So we used that name and she edited that, too, (for bargain basement pay, she wailed).

Apart from the reports on the trial, we asked Max Soliven, Louie Beltran and Art Borjal to write columns for the weekly, which was launched on a Monday, Feb.4, 1985.

Lost P900,000

The investment amounted to P100,000 a month; when the trial was over in October we had lost P900,000. I thought we should stop coming out with the INQUIRER.

ROOTING FOR THE PARLIAMENTARIANS of the street as they marched by the office of Mr. & Ms on Edsa, Eggie Apostol with editor Letty J. Magsanoc wearing her sentiments—a yellow ribbon, symbol of anti-Marcos protest MANDY NAVASERO

But pressed by the United States, Marcos announced a "snap election" for the presidency (to prove to the world he still had the mandate and that the Filipinos still loved him).

Our reaction was that the poor political opposition had only the Malaya newspaper to depend on to report what was happening. Didn't the country desperately need another daily?

Here was the chance to extend the life of the INQUIRER, and at the same time help anti-Marcos forces win that election. But the presidential campaign period was to last only two months. What could a weekly do?

What we needed was a daily.

Breakfast with history

I had earlier gathered for breakfast the pre-martial law publishers to convince them to agree to a daily—Chino Roces, of the old Manila Times, the Locsin father and son of the Free Press, Raul Locsin of Business Day, Joe Burgos of Malaya and Betty Go-Belmonte of the Fookien Times. Geny Lopez of Chronicle had escaped Marcos' prison and was in the United States.

Chino said, "No way." The Locsins, on the other hand, said they would not want to legitimize the Marcos regime that way. Betty's parents were on exile and she was not sure what to do. They said they had suffered from the Marcos dictatorship and were not about to start any newspaper at that time.

Although Raul's business paper had non-trade related news as well, this was not

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MILKWORK
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HYSTERICAL HISTORY

PRESIDENTS, like Cory Aquino (above) and FVR (below), come and go; the author endures.

emphasized. And Joe Burgos had just suffered from the raid and closure of his other paper, the afternoon tabloid We Forum. So Joe was not quite ready to start another newspaper only to be closed down again.

Betty finally decided to agree to my proposal. The Philippine Daily Inquirer was launched Dec. 9, 1985. We held office in the Go-owned Star building in Port Area for the first five months. And I held office in Betty's office, so I asked her to be my vice chair.

'Noble idea'

So, we regrouped for a daily, organizing a cooperative newspaper so that all those working for it could share the responsibility and hopefully, the rewards. I told Cristina and Johnny Ponce Enrile, who had shares in Mr. & Ms, about the plan. Johnny said it was "a noble idea." I emphasized to them that no politician could be part of the new paper.

When the weekly INQUIRER became a daily, I formed a separate corporation.

The new group bought the name The Philippine Inquirer from Mr. & Ms, and later paid P900,000 for it. The group also borrowed a million pesos in cash, paper and equipment from Mr. & Ms and paid it back (with interest) in two months.

In three months, the Philippine Daily Inquirer had not only helped oust Marcos, it was also making money!

Standing by Cory, Doy

In several coup attempts inspired by Enrile, the PDI stood firmly by the duly elected President Corazon "Cory" Aquino and Vice President Salvador "Doy" Laurel.

Enrile must have felt betrayed because in 1989, he (through his accountant Nora Bitong) filed a suit against Apostol, Magsanoc and Doris Nuyda (of Mr. & Ms) for "breach of fiduciary duty, mismanagement," etc.

For five years we went up and down the elevators of the Securities and Exchange Commission to attend hearing after hearing. In August 1993, the lower court ruled in our favor and lifted the injunction on our PDI shares.

Keeping pols out

I decided to sell my shares immediately so that Enrile would not able to touch them in the future. My lawyer, the late Enrique Bello, was not in favor of the sale, knowing we had a good chance of winning the case. But I was not willing to take the chance with the unpredictable judiciary.

If Enrile or any other politician were to end up owning even a single share in the PDI, I would never forgive myself. I had a ready buyer, Edgardo Espiritu. I quickly negotiated the sale before the Enrile group could file an appeal with the SEC.

At the first board meeting In January 1994, I resigned as chair because I had no more shares. In the meantime, the Prietos had come in and Espiritu gave them his vote. Marixi Rufino-Prieto became the new board chair.

Sure enough, Nora Bitong, on Enrile's behalf, went to the SEC en banc, only to find out that the Apostol shares had been "Espirited away."

But complications had arisen in Enrile's favor. In three months, the SEC reversed the lower court's decision.

Although my shares had been safely spirited away, we still had to go to the Court of Appeals. Espiritu was named in a separate pleading. In mid-1996, Justice Pedro Ramirez ruled in our favor, saying Bitong was not the real party in interest. This part of the PDI's history brings me to the subject of media ownership in the Philippines.

Making paper independent

From the beginning, we planned the INQUIRER as a cooperative. In August 1985, at a seminar on media hazards, communications expert Dr. Florangel Braid suggested that one solution to the problem of media independence was the adoption of the cooperative structure in the newspapers. If only people owned their newspaper or TV station, there would be less pressure from interest groups and the government, therefore it would be more independent.

So, in September and October 1985, we had two seminars on cooperatives and the ownership of media. There was going to be

▶ 20

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BIN SAMONTE

▶ 18

HYSTERICAL HISTORY

more, but the announcement by Marcos in November of a snap election made it imperative to act right away.

So, I suggested to Dr. Braid, Betty Belmonte, Eli Alampay, Letty Magsanoc, Doris Nuyda, SP Lopez, Louie Beltran and Max Soliven that it was time for such a newspaper cooperative. They all agreed.

Equal number of shares

Because of the difficult requirements involved in registering as a cooperative and since we needed a legal personality as soon as possible, we had to register as a corporation with an unusual clause in the bylaws—that only those permanently employed by the PDI could own stocks. This demonstrated the board's intention to go cooperative, plus the fact that all the board members were issued an equal number of shares.

We started with 30 employees. At the end of 1985, we had 180 employees who all owned shares in the INQUIRER.

The cooperative idea was certainly a new type of media ownership—newspapers to be owned by those who work for it, a chance for the staff to have money without hocking their souls.

Union concept wins

After getting P50 every pay day from the employees for their shares, in 15 months, they had enough shares. But before the concept could be internalized, the young members of the staff were attracted to unionism which won over the cooperative concept.

Although thwarted, the officers welcomed the union in 1987 and gave the employees what is known to be the most generous collective bargaining agreement in the industry.

But the profit sharing was 5 percent of the entire profit. That's not much really considering that later on, for example, the profit share of each employee came to P100,000 in one year. When there were 200 employees, this meant the profit was P400 million. That 5-percent profit share only was small compared to what the employees would have had if they were shareholders.

When I left the INQUIRER in 1994, the profit was P50 million. One-twentieth was all the employees received—P5 million divided the number of employees then. Those who kept their shares like Vic Agustin, Ceres Doyo, Aida S. Mendoza and Doris Nuyda earned a bit more. OK, 2 percent of the employees kept their shares.

'You can have it'

After that, when my shares were sold, one day, Danny Venida, the COO called me and said, "Mrs. Apostol, you better talk to your lawyer because I now own 54 percent of the shares. I said OK, you can have it all. Anyway, I'm not interested in it anymore because it's not the newspaper that I like, no longer the newspaper cooperative that I dreamt of. So you can have it. Fifty-four percent ownership meant he would become the new chair. But when Metro Pacific, from whom we borrowed P10 million to buy a printing press, heard about this, they said, no, Mrs. Apostol cannot go because she guaranteed this P10-million loan. So I got stuck. Danny had to sell part of his shares. I just don't know exactly the timing, but at that time when the INQUIRER was really topping circulation figures, I needed professionals to help manage the business side about which I knew so little about.

AWARDED the Knight International Fellowship Achievement Award by the International Center for Journalists in Washington, D.C. in 2001, Eggie Apostol poses with vice chair James F. Hodge Jr.

Professional help

I heard of two executives who had been fired from the Bulletin by Emilio Yap. They had been there for years and knew the business side of the newspaper inside out. So I offered Mariano Quimson and Ben Pangilinan 49 percent of the shares in the INQUIRER.

Who owned the 49 percent? The shares were there and I gave part of it to them. I guess Danny, the COO, had given these up. Were the shares paid for by Quimson and Pangilinan?

I am not sure now of the arrangement. All my shares were in the name of Jaed, my husband's company. I certainly was unaware of the requirement that the chair should have a share—one share at least in my name to become chair. And I didn't have a share to my name, being such a business ignoramus.

Corporate battle

The result was I was removed as chair. The business executives to whom I had given 49 percent of shares in the INQUIRER wanted more control. When I went to the United States for a vacation, they saw in the company's books that I had forgotten to put a share in my name. And they ousted me as chair despite the fact that I owned 49 percent of the stocks. The remaining 2 percent, as I had earlier said, was owned by a few other members of the editorial staff who had opted to hang on to their stocks even after all the rest opted for a union.

At the next stockholders meeting, I surprised the new board with the votes of the 2 percent minority, whom I brought in with me, and I regained ascendancy.

But this was four years before I decided to sell my shares to prevent any politician getting any of these, which I mentioned earlier.

Professionals in media

Media should be controlled by professionals. There are two kinds—the business managers and the editorial managers. When a newspaper is just beginning, business and editorial are usually together. It is when the paper starts making money that the conflict begins, as in any other business.

We should emphasize to all who join the paper that ethics is basic within the context of what I can see evolving as a PDI corporate culture.

With the developing technology, news may be made to travel faster than it does today. But whether now or in the future, the basic and greater concern will always be the reliability of the news and the appreciation and interpretation of that news by qualified professionals.

For this reason, ownership will be a factor to reckon with, and which robotics and miniaturization could easily be controlled and used for authoritarian ends. Only responsible, wide-based ownership of media can prevent instant thought control.

▶ 22

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ANTON BALAO

HYSTERICAL HISTORY

NO REGRETS, says Eggie Apostol in giving up her PDI shares to the Prietos.

▶ 20

Responsible media, which the INQUIRER tries to be day in and day out, can balance power with commitment, control with freedom.

No meddling in editorial

In media ownership generally, the business of owners certainly will influence the newspaper they own. In this case, the businesses of the Prietos are mostly in real estate and food franchising. They are also into newsprint. The more people buy newsprint, the better for the Prietos. But this business interest should not influence the paper. Generally, they're removed from the operations of the paper.

Marixi is married to a Roces-Prieto (Her husband is a Prieto; her father, a Rufino), and the way the Roceses ran their paper (pre-martial law Manila Times), they did not use it for their own interests. They knew they should stay away from the editorial group. It was the most independent and most respected newspaper then, with the highest circulation.

When I left, I again told Marixi to allow editorial to maintain its independence because that is the best way to handle a newspaper. So when some of their friends complain to them about stories they think are unfavorable to them or whoever, they just ask their friends to write a letter to the paper. The INQUIRER publishes this and clarifies the matter. No censorship before publication. I think it is also clear to the readers that the PDI maintains its independence.

Prietos independent

Were there any changes when the Prietos took over? No, they really kept the INQUIRER independent. And they continue to make new journalist recruits vow to adhere to journalism ethics. The PDI is also the only newspaper in the country with an ombudsman in the person of the readers' advocate.

The PDI owners have an understanding of what a free press should be. Just like the Roceses, who did not meddle or hardly went to the office. Chino [Roces] was very active in the paper, but he never meddled in its affairs. Now, Sandy Prieto-Romualdez heads the PDI. She is doing a great job of maintaining the newspaper's independence.

Oneness with readers

In sum, I have tried to express the vision of the PDI from its founding as an institution for and of professionals, through responsible, broad-based media ownership, with an editorial policy of fairness, commitment to information and the courage to stand for issues that have meaning in the lives of Filipinos.

I would also like to stress the paper's underlying sense of oneness with the reader. Since it serves as the action line for the people, reader participation is highly encouraged.

Daily commitment

This is no longer a dangerous game as in the time of Marcos when the object was to get him out of our lives as he was an obstruction in our development as a people.

The INQUIRER was not only there when democracy was restored. It was also an active player for the restoration of the people's right to the pursuit of liberty and their dreams.

The INQUIRER is for a daily commitment for the long haul—to become a pillar of a democratic society.

This is my vision for the paper that I founded 20 years ago.

Or, is it just the movie in my mind?

Thanks to my son, Carlos

By Eugenia Duran-Apostol

MY SON CARLOS WAS working for one of Eduardo "Danding" Cojuangco's companies when Ninoy Aquino was shot. When Mr. & Ms Special Edition became a household word after Ninoy's assassination—because our publication was the only one that meticulously chronicled the aftermath of that history-altering event—my son's attention was called about his relationship with the publisher, his mother.

Veiled threat

My family considered this a veiled threat, and despite having gotten the Cojuangco job on his own merits, Carlos resigned to look for a job in California to avoid complicating what I was trying to do.

When PDI was started on Dec. 9, 1985, the circulation was 30,000.

The following January it doubled, and in February 1986 the circulation tripled. In March it was 600,000.

Help!

It was necessary to have it printed in five, six or seven presses every day.

It was an early morning headache to coordinate all those presses on a daily basis. *(Problem solved, see Page 54.)*

I called Carlos to please come home and help me—and he did!

Later, we were able to afford a better setup with our own press and he stayed with us until I resigned in 1994—when he also decided to leave.

No heroic sense

I have to acknowledge at this time the sacrifice my son had to make—with neither a whimper from him nor a heroic sense of self-importance about his role—to give me all the space I needed to do what I believed needed to be done.

Which was to do my bit to topple the Marcos dictatorship.

Thank you, Carlos.

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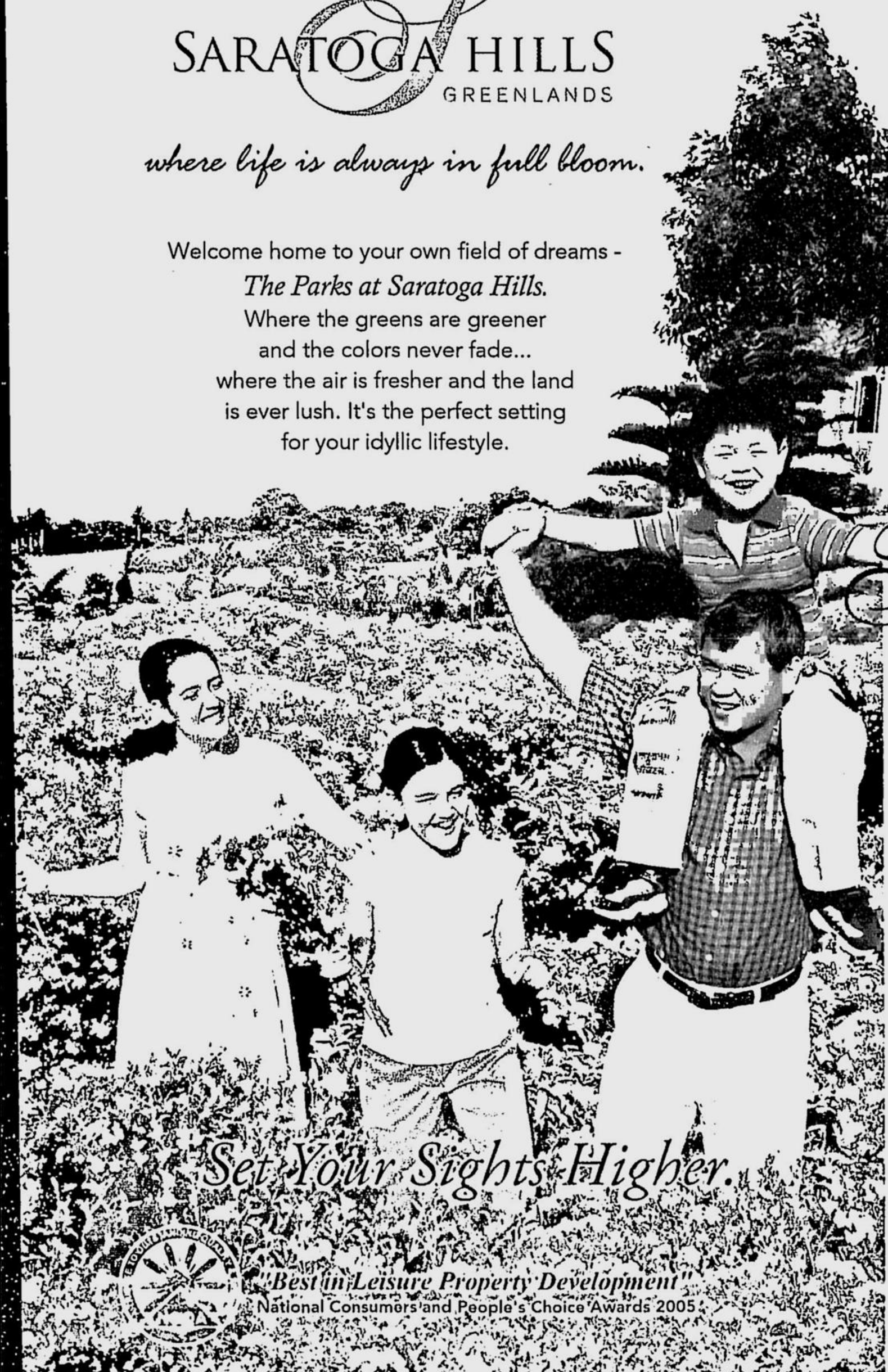

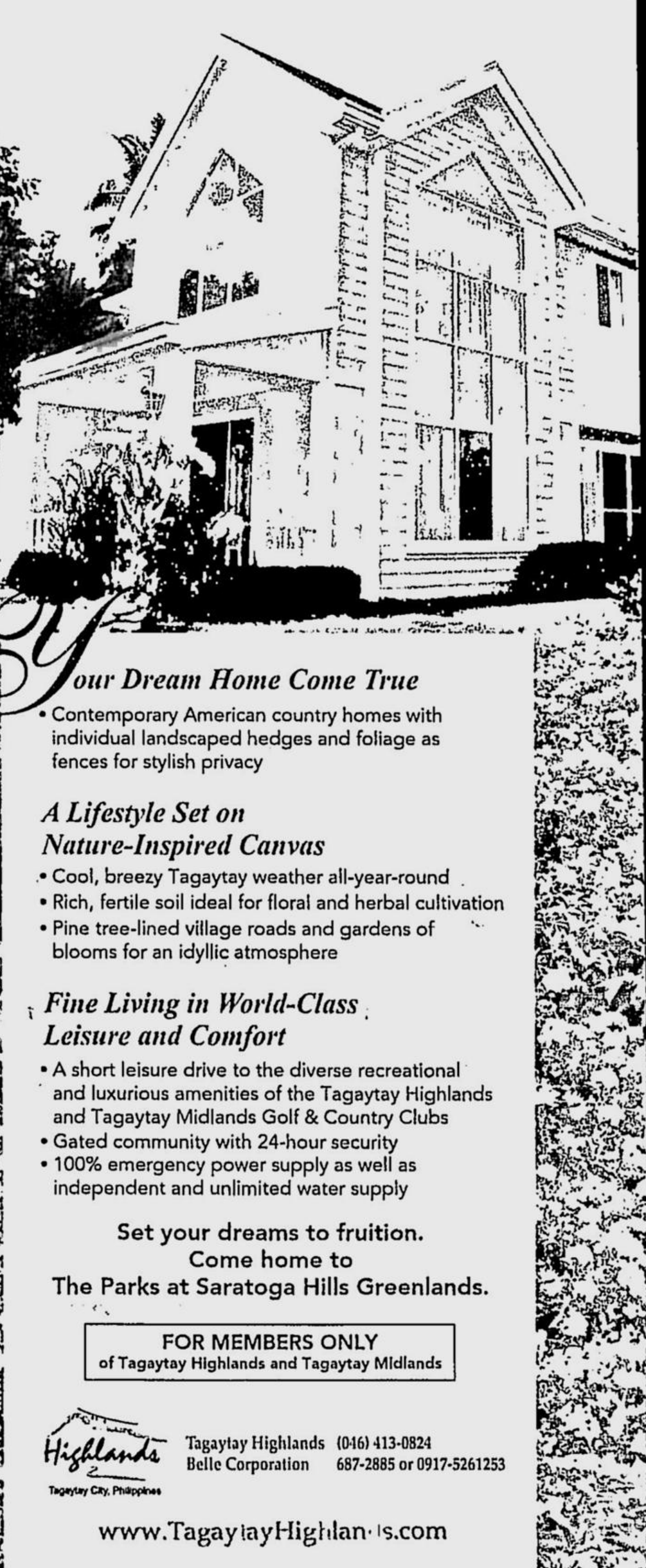

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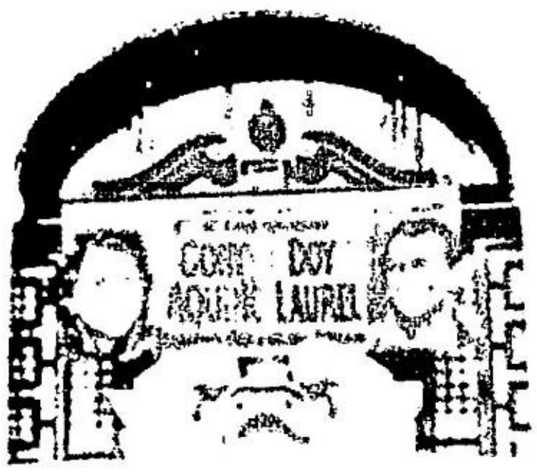
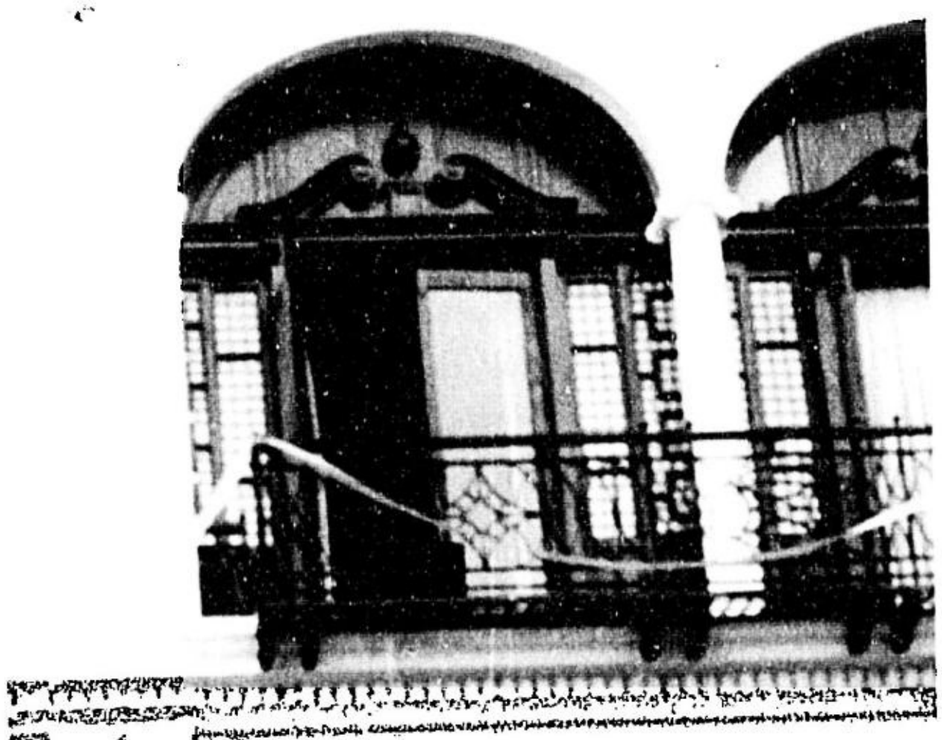
Saying what others would not say





By Rosario A. Garcellano
Associate Editor for Readership

CORAZON AQUINO WAS SPEAKING THAT afternoon at the Luneta, and it seemed like everyone was heading in that direction. On foot, of course, with the crowd expanding by leaps and bounds seemingly by the minute, and rendering the general area totally impassable by motorized traffic.

Easy it was to reach the fringes of the assembly from the one-room affair that served as the office of the Philippine Daily Inquirer at the Star building in Intramuros, and thence to melt effortlessly into the throng, going with the flow, to find a spot on which to stop and listen. The crowd was even bigger, according to the estimate, than Candidate Cory's earlier "miting de avance"—and that one was in itself huge.

It was Feb. 16, 1986, the Batasang Pambansa had just proclaimed Ferdinand Marcos' "reelection," and Ninoy Aquino's widow was calmly laying down the steps to bring down the dictator, including a boycott of crony banks and firms and their goods and services, as well as the crony media. From afar, her yellow dress was but a bright spot; yet through the electric silence, as far as the crowd could reach, her voice resounded loud and clear. (And, it would seem, elicited a figurative nod from her audience: Within days, the Establishment Newspaper was close to death throes. That, like the Marcoses, it eventually recovered and now continues to be in the pink of health is, of course, another story.)

Cory's call to boycott made the banner story of the next day's issue of this newspaper.

Saying it

What was it Anais Nin said about the writer's role being, "not to say what we can all say, but what we are unable to say?" A proud member of the tiny "alternative press," the Philippine Daily Inquirer (and its weekly precursor, the Philippine Inquirer) fulfilled that role in those dangerous days, saying what needed to be said but others could not (or would not) say. In effect it brought to fruition the valiant efforts of activists (of whom some

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Calls to other networks	7.50	7.50	6.50	DOWNLOADING			
Calls to landline	7.50	7.50	6.50	Ringtones	22.00	15.00	15.00
REGULAR TEXT RATES				Wallpapers	20.00	15.00	15.00
Text to same network	1.00	1.00	0.50	Video Clips	25.00	20.00	20.00
Text to other networks	1.00	1.00	1.00				
INTERNATIONAL TEXT RATES	10.00	15.00	9.00				

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P30-49	4	3 days
P50-74	8	7 days
P75-99	12	10 days
P100-124	16	15 days
P125-149	20	20 days
P150	25	30 days

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DECEMBER 9, 2005 ANNIVERSARY ISSUE

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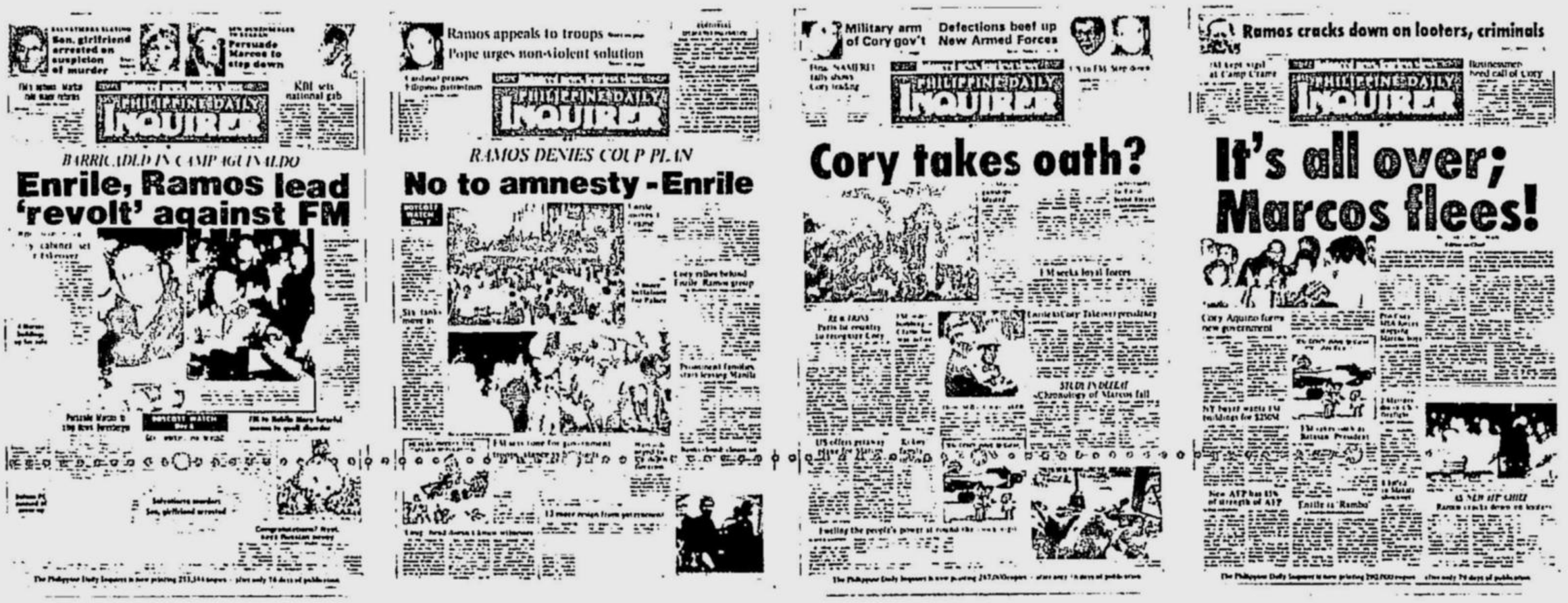


INQUIRER issues capture the dramatic and historic events of February 1986.

▶ 24

survived that dark era, many perished, and others transmogrified) to hold up a mirror to the society in which we lived.

The point was the reportage, the sort made all but extinct by the dictatorship. On Dec. 9, 1985, the INQUIRER (selling for P2 a copy) began dishing it out in daily doses, occasionally cramming as many as 16 stories on its front page that would later be famously described as looking like "an unmade bed." (It reprinted as well, on the inside pages, such stuff as "Marcos' secret $50-million deal" by Phil Bronstein of the San Francisco Examiner, which detailed the dictator's alleged arrangement with Bay Area businessmen.)

Drama

That unmade bed was not lacking in drama, in keeping with the sizzle of the times (as when, one evening, acting on a tip that a raiding team was on its way to the office, editor in chief Luis D. Beltran told the staff to hustle home and himself settled in for the—it turned out fruitless—wait).

"Snap is go!" ran the awkwardly formulated but oddly appropriate headline to indicate that the snap election between Marcos and "that woman" was now a sure thing.

"Mr. Marcos, Gen. Ramos, Gen. Ver, your men shot at our news team" ran an umbrella head, along with photographs of armed men, snapped on the run. (Ramos later apologized.)

Banner headline a day after the snap election of Feb. 7, 1986: "Violence, fraud in snap." And its kicker: "Namfrel: Mauled, terrorized, chased."

Banner of an Extra edition (P1.25), about the Commission on Elections computer technicians who walked out of their jobs: "We were told to cheat Cory."

And, on Feb. 26, 1986: "It's all over; Marcos flees!"

Choices

As in every election season, the campaign ads then competed for the voters' attention—and eventual choice: A full-pager here for the Cory-Doy (Laurel) team, a spread there for the Marcos-(Arturo) Tolentino tandem.

And as in every election season, the Red bogey was trotted out. A full-page ad directing Jaime Cardinal Sin's attention to the supposedly burgeoning presence and influence of "communists" within the Church carried the obligatory line at the bottom that it was paid for by the Marcos-Tolentino Movement. The next day, a box was run on Page 1 carrying an apology and a statement that the ad was paid for by the "Concerned Catholics of the Philippines."

On the cultural front, a couple of days before the snap election, the INQUIRER reported the denunciation of the Concerned Artists of the Philippines and Pambansang Lupon ng Manunulat of the ad taken out by the Coalition of Writers and Artists for Freedom and Democracy in three broadsheets (the Bulletin, Daily Express and Times Journal).

The ad paid for by the Marcos-Tolentino Movement carried a testimonial that partly read: "[W]e can best achieve our national interests and realize the aspirations of writers and artists with the triumph of the Marcos-Tolentino team." It also carried the signatures of certain luminaries (among others, as reported, Nora Aunor and Fernando Poe Jr. from show biz, and Adrian Cristobal, JV Cruz, Carmen Guerrero-Nakpil, Virgilio Almario, Lamberto Antonio, Teo Antonio, Jose Carreon, Jorge Arago and Ma. Teresa Manuel from the literati).

In its statement, CAP-Pluma said in part: "[W]e respect the right of our fellow artists and writers to express a political opinion (incidentally, at least three have disclaimed their signatures). But this regime has killed poets like Emmanuel F. Lacaba and Ma. Lorena Barros. A number of writers and artists have been imprisoned and tortured; some continue to languish in prison..."

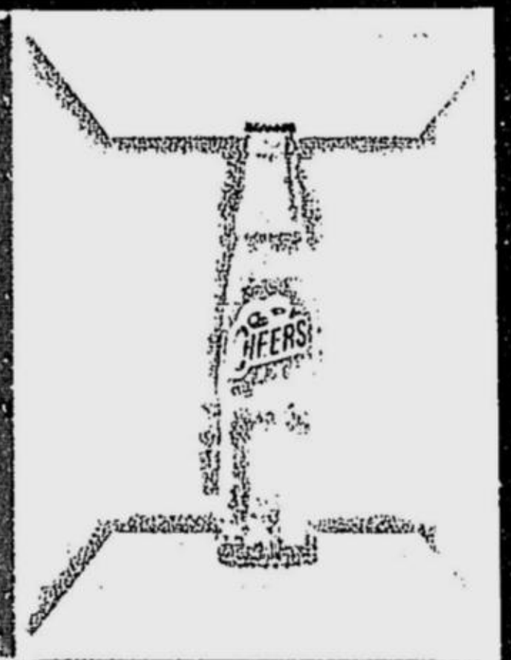
What choices were made in that benighted era!

History

The historic rearrangement that occurred in those fevered days in February 1986 petered out into the all-too-familiar political configuration, which was why its "sequel" in January 2001 was not surprising, was actually inevitable.

Yet the cracks in the body politic are now gaping.

The role of the INQUIRER in the public arena remains clear. In saying what needed to be said 20 years ago, it expressed a commitment: To bear witness.



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FERNANDO SENA

AD BOYCOTT AND EDSA II

Estrada pushed his luck and lost it all

By Jose Ma. D. Nolasco
Managing Editor

IT BEGAN WITH A DINNER IN early July and ended with a dinner in late November. During those four long months in 1999, the Philippine Daily Inquirer faced its gravest crisis ever—an advertising boycott organized by no less than the Estrada administration.

Similar actions taken by repressive regimes in Latin America had forced two liberal newspapers in Guatemala and Colombia to fold. President Joseph Estrada felt confident he could capitalize on his high popularity ratings and do the same to the INQUIRER, whose stories of graft involving his relatives piqued him. Also stories of himself cavorting with his "midnight Cabinet" till the wee hours.

Earlier in April, Estrada extracted from the Manila Times a front-page apology for its banner story that he had served as an "unwitting ninong" (godfather) to an allegedly anomalous $450-million power contract. A P101-million libel suit filed by Estrada against the newspaper and a P2-billion tax assessment slapped by the Bureau of Internal Revenue on tycoon John Gokongwei, owner of the Manila Times, did the trick. Except for the editor in chief, most of the key editors resigned in protest over the apology.

Declaring the case closed, Estrada dropped his libel suit and the BIR its delinquent tax assessment. The following month, the President stood as godfather at the wedding of Gokongwei's daughter in Hong Kong. Gokongwei nonetheless sold his newspaper in July to businessman Mark Jimenez, a top Estrada crony wanted by US authorities for illegal campaign contributions to the Democratic Party and tax evasion.

Movie ad boycott

Giddy from his success with the Manila Times (circ. 10,000), Estrada pushed his luck and trained his guns on the INQUIRER, the country's No. 1 newspaper with a circulation of 200,000.

PCGG seeks P51B from 'Binondo CB'

No special treatment for Jimenez–Palace

PHILIPPINE DAILY INQUIRER
BALANCED NEWS, FEARLESS VIEWS

'ATTACK ON PRESS FREEDOM'

Solons hit ad pullout by Erap's movie pals

ARROYO ROCO

Cha-cha still alive in House

Gov't finds way to borrow Marcos money

Soriano not part of deal, says Palace

Eaglet finds life is hard

Villar rules out death penalty law review

THE FIRST DAY of the rest of the boycott as fairly, accurately reported by the newspaper of record.

During a Palace dinner on July 8, Estrada told movie producers he would grant their request for tax incentives if they would pull out their ads from the INQUIRER. The newspaper had been terribly unfair to him, the ex-actor grouched. His former colleagues in the movie industry agreed to the deal.

"An attack on press freedom," Sen. Joker Arroyo said when the INQUIRER broke the story on the movie ad boycott. Sen. Raul Roco aired the same warning: "When you frighten advertisers because a particular newspaper is critical, you're not going against the newspaper. You're going against freedom of the press."

Other lawmakers, militant groups, media organizations and ordinary citizens expressed indignation over Estrada's move. Their outrage, however, did not deter three government financial institutions—Land Bank of the Philippines, Philippine National Bank and Social Security System—from also canceling their ad placements.

Sympathetic Palace officials, speaking on condition of anonymity, told the INQUIRER that the boycott involved not only movie producers and government corporations. By the end of July, half of the INQUIRER's top 10 advertisers had fled.

Down on your knees

To clear up things, PDI president Sandy Prieto-Romualdez secretly met with a businessman close to Estrada. He bluntly told her: "*Galit ang Presidente sa inyo . . . Paluluhurin niya kayo* (The President is mad at the INQUIRER . . . He'll bring you down on your knees)."

A week thereafter, another businessman associated with a tycoon close to Estrada met with Sandy Romualdez. "Let us help you ease your pain . . . Name your price," he told her. She promised to relay his message to her mother, PDI chair Marixi Rufino-Prieto, and other family members who held the controlling stake in the newspaper.

"The INQUIRER is not for sale, not at any price," Sandy Romualdez announced at a general assembly of INQUIRER employees, the first of three such meetings she called during the boycott. "We will fight," she said. The rank and file erupted into cheers. The editors more so.

At a forum of the Personnel Management Association of the Philippines, Marixi Prieto explained the stand of the PDI owners. Credibility is paramount in the news business, and commitment to this principle requires sacrifice in the face of challenges, she said. "The pullout of the ads is just temporary. We hope they will eventually come back. But principle, once you lose it, can never be regained."

Mark Jimenez in pajamas

Mark Jimenez, whom Estrada called a "financial genius," also tried to soften up editor in chief Letty Jimenez-Magsanoc (no relation). To impress upon her the wide

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STEVE SANTOS

BOYCOTT AND EDSA II

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extent of the boycott, he invited her one evening to his house in Forbes Park. She brought along her secretary, Nancy Carvajal.

Dressed in pajamas, Mark Jimenez called up the six boycott coordinators and asked them how the campaign was going in the business sectors assigned to each of them. So far, so good, each coordinator reported, unaware that they had been talking to him via speaker phone that allowed Magsanoc to hear every word they said.

Fearing his house was bugged, he turned on the volume of the TV set and radio. Not leaving anything to chance, he asked the editor in chief to write down her questions and he would jot down his answers on her note pad.

Although no deals were cut, Magsanoc walked away from the meeting with the names of the boycott coordinators and their telephone numbers. She still keeps the list in her drawer.

If the editor in chief was amused by Mark Jimenez and Estrada's other troubleshooters who came courting, the advertisers were not. They were terrified.

One top CEO, for instance, was horrified to learn that his company had made an ad placement in a Lifestyle section that had already been printed in advance. He begged Sandy Romualdez to stop the distribution of the section and offered to pay the cost of producing it. She obliged him.

Other longtime clients, who pulled out their ads, also pleaded for her understanding, citing intense pressure from Malacañang and implicit threats to their businesses. She told them that the newspaper understood their situation.

Still, a few advertisers showed wisdom and courage during the ad boycott. *(See sidebar on Page 36.)*

Underhanded tactics

Rebuffed by the three women who rule the INQUIRER, Estrada resorted to other underhanded tactics. He banned INQUIRER reporters from special media briefings, which he passed off as merienda socials. He also made INQUIRER-bashing a regular feature in his weekly radio-TV program, "Jeep ni Erap."

The BIR also conducted special tax reviews on the PDI and its directors. They found nothing.

Legal suits followed. A sexy starlet filed a P60-million libel suit against the INQUIRER. In September, a retired UP law professor filed a criminal complaint against 13 INQUIRER editors and officers for allegedly degrading the presidency, committing

CHILLING EFFECT: The Manila Times owners sell out even as the INQUIRER reports on its shrinking ad revenues. Estrada wins. But not for long.

terroristic acts and inciting the public to sedition.

Amid fears that press freedom was under threat, Malacañang contrived a spin to the ad boycott. At a business forum, Press Secretary Rod Reyes claimed the President was not an enemy of press freedom but was "simply irritated" at one newspaper. Estrada is the victim, not the villain, Reyes stressed.

Competitors rejoiced over the INQUIRER's misfortune. The publisher of Philippine Star, the No. 3 broadsheet, said the general consensus of publishers in Metro Manila was that they would eventually have to deplore government assaults on press freedom. "In the meantime, let those guys squirm," Max Soliven quoted the chair of the publishers' meeting as saying.

Malacañang's conduct, however, drew swift condemnation from international and local media watchdogs. "Sorry, Mr. President, but pulling out ads is about as effective in promoting good journalism as jailing and banning the press," Asiaweek said in an editorial. If he wants a better press, Estrada should "rein in cronies . . . instead of abetting their moves to punish critics like the INQUIRER," the regional magazine advised.

Passionate calls

Students, particularly those from mass communication departments, launched signature campaigns across the country and made passionate calls for the defense of press freedom. "*Mga bayaran* (paid hacks)," Estrada said of the hundreds of students in black T-shirts who greeted him in Cebu City.

Not since Edsa I in 1986 has the INQUIRER seen such massive outpouring of support for a free press. The newspaper office was flooded with tens of thousands of heartwarming letters sent via fax, e-mail and snail mail by INQUIRER readers and nonreaders alike from here and abroad.

"Fight on; don't surrender" was the message of most letters. Abel Madrigal, a market vendor from Biñan, Laguna, enclosed a P20 bill in his letter as "his contribution to the fearless people of your publication." Another letter writer promised to buy 20 INQUIRER copies every day—a touching gesture but hardly the solution to the newspaper's financial plight.

In a business where ad revenues have to make up for a huge difference between the low cover price and the high unit cost, printing more copies without the corresponding ad load would only result in heavier losses for the newspaper. Despite the financial hemorrhage, the PDI board decided to maintain circulation at its pre-boycott level.

Taking an inside-out approach to Estrada's charges of malicious and irresponsible journalism, Sandy Romualdez held late-night sessions with editors to review procedures, processes and systems on how the newspaper gathers, chooses and presents the news. The result was a Manual of Editorial Policies that lays down the newspaper's standards on accuracy, objectivity and fairness. *(See sidebar on Page 38.)*

While Estrada and his cronies caroused in Malacañang, INQUIRER publisher Isagani M. Yambot spent nights appearing in TV talk shows and speaking to different groups to explain the newspaper's stand.

Losing struggle

On Aug. 20, the INQUIRER temporarily suspended its rule restricting its staff from collectively engaging in partisan politics. The newspaper owners marched with 350 INQUIRER employees and 20,000 other demonstrators from various sectors in a rally for democracy on Ayala Avenue. The INQUIRER contingent drew the loudest applause during the protest against Charter change, cronyism and threats to press freedom.

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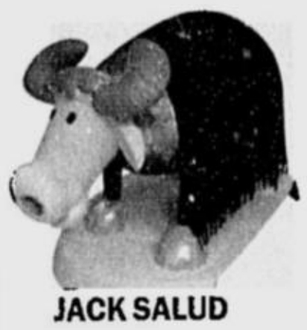

JACK SALUD

AD BOYCOTT AND EDSA II

▶ 30

"THE INQUIRER IS NOT FOR SALE," President/CEO Sandy Prieto says during one of three general assemblies she called during the 4-month boycott to update the officers and employees of management's decision to hang tough.

What the President calculated would be a one-on-one brawl with the INQUIRER had spilled into the streets, stirring widespread unrest. And what he figured would be a quick fight was turning into a losing struggle.

As INQUIRER ad revenues shrank, Estrada's popularity ratings sank. From a high of 67 percent in March, the President's net satisfaction rating tumbled to 28 percent in October, according to Pulse Asia.

Even before his popularity rating slumped to an all-time low of 5 percent in December, the President sued for peace. He sent word he was willing to sit down with INQUIRER editors.

The newsroom was divided. Some editors felt the INQUIRER would just be painting itself into a corner if it agreed to a meeting. They reckoned that Estrada would demand no less than a public apology and a promise of favorable treatment from the newspaper in exchange for the lifting of the ad boycott. Totally unacceptable, they said.

Other editors countered that the INQUIRER had nothing to lose and everything to gain. Things could be threshed out with Estrada without having to compromise the newspaper's credibility, they said.

Meeting at Jinggoy's house

With trepidation, Sandy Romualdez, Magsanoc and five other editors met with the President over dinner at the house of his son, then San Juan Mayor Jinggoy Estrada, in the last week of November. The meeting at Greenhills subdivision was arranged by Raymond Burgos, an INQUIRER reporter who joined the Estrada administration and became publisher of the sequestered Journal group.

The President brought along Foreign Secretary Domingo Siazon Jr., Finance Secretary Jose Pardo, Press Secretary Rod Reyes and Burgos. Flanked by Siazon and Burgos, Estrada sat at the center of the table across Magsanoc. I sat on her left, and Pardo on her right.

Over dinner catered by Le Soufflé, Estrada talked about the country's dispute with China over the Spratlys, his plan to tap the ill-gotten Marcos wealth, and some government projects. After waiters had cleared the table, the editor in chief gently kicked my foot. She wanted the meeting to get on to the main item on the agenda.

"Mr. President, before we decided to come here, there were some editors who felt nothing would come out of this meeting. But others said: Why don't we listen to what the President have to say?" I said in Filipino. "Mr. President, we're here to listen. What do you have against the INQUIRER?"

An uneasy quiet fell on the cabana. "Is this a no-holds-barred meeting?" Estrada asked, glancing sideways at Pardo, who nodded his head.

Venting his spleen

Estrada fired away at what he described were INQUIRER attacks on his person and family. Even the "sins" of other newspapers he blamed on the INQUIRER.

"What peeves me most is that you drag even my family into all sorts of controversy," he said in Filipino. He cited an INQUIRER story about his son Jude, who flew his friends on the presidential jet to Cagayan de Oro for some good time and left behind unpaid bills. "*Wala akong anak na balasubas* (I have no son who is a scoundrel)," he said.

Estrada also berated the editors for a story linking his mistress, Laarni Enriquez, and his cousin, Celia Ejercito de Castro, to a multimillion-peso book contract at the Department of Education. "You even accompanied the story with a photo of Laarni in her shorts . . . What if her children saw the photo?" he said.

The editor in chief pointed out to Estrada that the photo, which was taken when Laarni was still in show biz, came out in the Philippine Star, not the INQUIRER.

And what about the publication of a photo showing a fly on his face? Estrada raged. The editor in chief replied that the photo appeared in the Manila Times, not the INQUIRER.

Unexpected happened

"*Pareho lang 'yun* (It's the same thing)," Estrada said. "If a janitor in Malacañang read these news reports and saw these photos, he would lose respect in the President."

He continued his harangue on what he considered was sensational reporting by the INQUIRER, with the editor in chief rebutting him from time to time. The meeting wasn't getting anywhere.

After what seemed like an eternity, I butted in and spelled out the INQUIRER position to Estrada. "Mr. President, all we can promise you is accuracy, balance and fairness. As for members of your family, we have set up a hot line to Press Secretary Rod Reyes so he can give us their side before we publish stories about them."

Estrada stared at me, and the unexpected happened. "*Ganun naman pala, eh* (Well, that's how it shall be then)," he exclaimed, visibly pleased with himself that he had gotten his message across and secured what he must have felt was a big concession from the INQUIRER.

The President dropped the acrimonious subject and began teasing Sandy Romualdez about her forthcoming wedding.

"*Bakit bati-bati na ba* (Does that mean we're friends now)?" she shot back, rising from a nearby sofa from where she had watched the entire drama. During the entire meeting, Sandy Romualdez let the editors do all the talking.

The President motioned to the waiters to serve more wine. Everybody was now laughing as he cracked one joke after another about his Cabinet officials.

Hidden bottom line

Nobody brought up the issue of the ad boycott during the five-hour dinner. And to this day, Estrada still denies instigating such an action against the INQUIRER.

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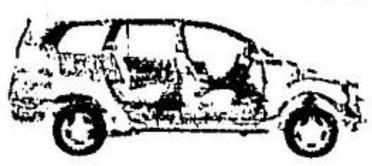

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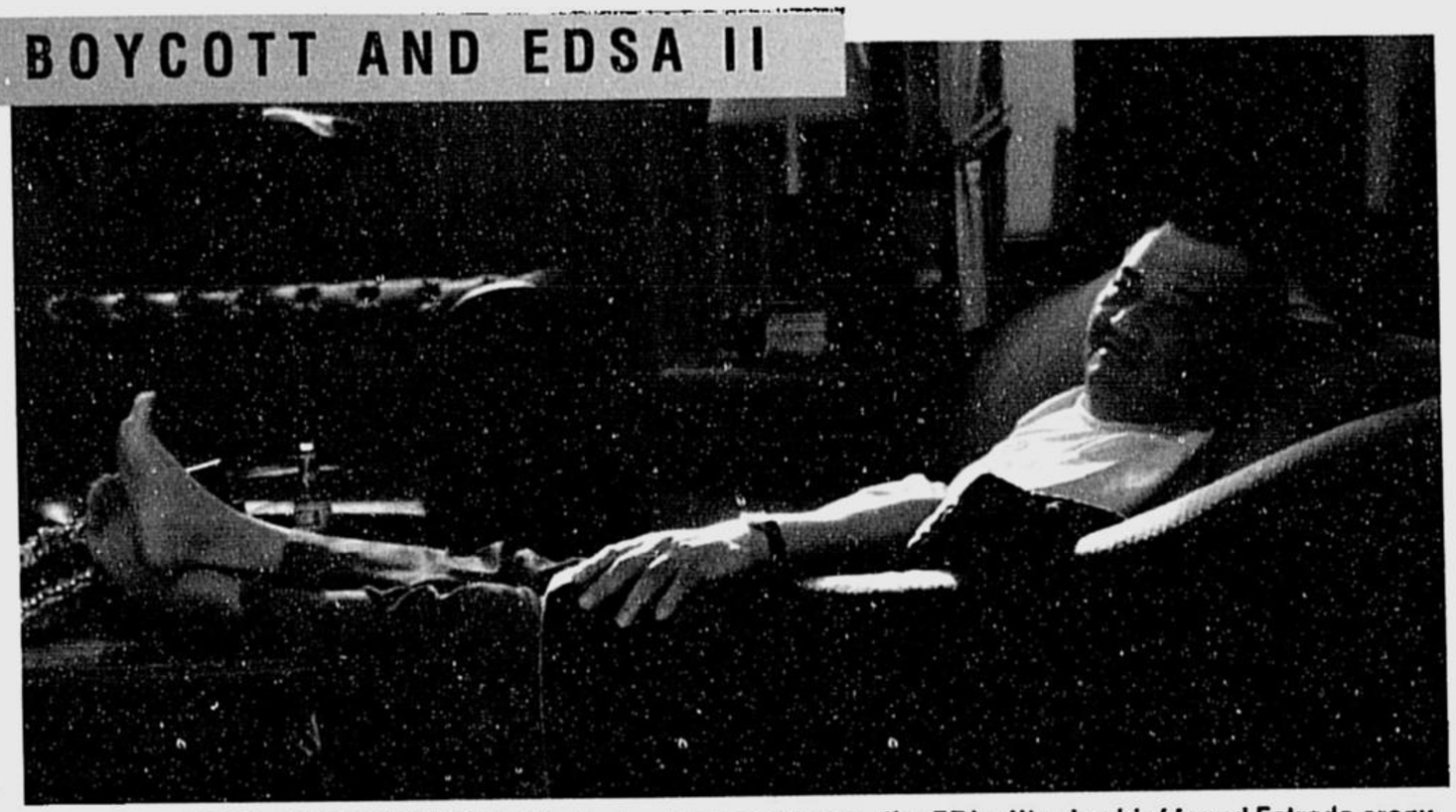
AD BOYCOTT AND EDSA II



COCOONED IN HIS COMFORT ZONE in his Forbes Park residence, the PDI editor in chief found Estrada crony Mark Jimenez corny in his affectations of sympathy with the Inquirer.

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A strange thing happened though soon after Estrada had shaken hands with the editors and the meeting broke up. The cell phones of Sandy Romualdez and Pepito Olarte, the advertising manager, kept ringing the next few days. All of a sudden, they were swamped with calls from big advertisers who were again ready to tell INQUIRER readers the wonders of their products and services.

Anxiety vanished and euphoria swept the INQUIRER office as word spread the boycott was over. During the previous four months, there was talk of a worst-case scenario in which as much as 70 percent of the rank and file would be laid off in the event of a protracted boycott. This, despite the pledge of Sandy Romualdez in one general meeting that the management would not resort to retrenchment.

But grins gave way to groans when the payout for the annual profit share came three months later. It pained Sandy Romualdez that most of the rank and file were unhappy with their P40,000 profit share for 1999. Before the boycott began, most of them had looked forward to a P120,000 bonus.

Many of the employees had failed to see the hidden bottom line that could not be quantified in pesos and centavos: The INQUIRER had survived its severest test ever, emerging tougher and wiser from the experience. Its owners had stood steadfast with the editorial staff in upholding their commitment to hard-hitting journalism while enduring all the punches that Estrada could throw.

Far stiffer price

For Estrada, the ad boycott exacted a far stiffer price. He had been repeatedly warned of its dire consequences. "Please, Mr. President, steer clear of Marcos' propensities. I personally do not wish you the same Marcos fate," Patricio Mamot, chair of the New York-based Filipino Overseas Watch, told Estrada in a press statement as early as one month into the boycott.

Not only did Estrada brush aside such warnings, he refused to carry out meaningful reforms. Gripped by his obsession to crush the INQUIRER as he had done to the Manila Times, he unwittingly exposed his proclivity to abuse power and hide his dark side whatever the cost.

In the process, he unknowingly awakened forces of change whose numbers grew as scandal after scandal in his administration rocked the nation.

In March 2000 came the stock market insider trading scandal involving BW Resources Corp., a gaming firm owned by Estrada crony Dante Tan. In the same month, presidential chief of staff Aprodicio Laquian jokingly told the media about the drunken revelry that Estrada and his gang regularly held at the Palace until the wee hours of the morning.

More serious, mind-boggling charges against Estrada surfaced—P400 million in payoffs from "jueteng" lords, P130 million in kickbacks from tobacco taxes, an $8-million cut from the $20-million ransom paid to Abu Sayyaf kidnappers, and P1 billion worth of grand mansions he had built for his mistresses.

In an unprecedented move, the House of Representatives impeached Estrada.

Impeachment trial

Resignation calls, particularly from business groups, rose in a crescendo as the peso plummeted. When Estrada assumed office in 1998, the exchange rate was about P39 to the US dollar. By the time the Senate impeachment trial opened on Dec. 7, the peso had become the world's worst performing currency, plunging beyond the 50-level against the greenback.

Three days before what would be Estrada's last Christmas in Malacañang, House prosecutors dropped a bombshell. Clarissa Ocampo, a senior vice president of Equitable PCIBank, testified on the stand that she had witnessed Estrada affix the signature "Jose Velarde" on a P500-million investment agreement with the bank.

The tipping point came 25 days later. On Jan. 16, 2001, the administration-dominated Senate impeachment court voted 11-10 against the opening of sealed documents that, according to House prosecutors, would prove that Estrada had amassed P3.2 billion in a Jose Velarde account with Equitable.

With the trial aborted, hundreds of thousands rallied round Manila Archbishop Jaime Cardinal Sin's call for people power. "Stay here until evil is conquered by good," Sin exhorted the people during Mass at the Edsa Shrine on Jan. 17.

Two days later, the military delivered the coup de grâce with its withdrawal of support from the Estrada presidency. Half of the Cabinet also resigned. Twisting in the wind, Estrada called for a snap presidential election to coincide with congressional and local elections on May 14. His call fell on deaf ears.

Coup de grâce

Promptly at high noon of Jan. 20, Chief Justice Hilario Davide Jr. swore in Vice President Gloria Macapagal-Arroyo as the 14th President of the Republic.

Four and half years short of his six-year term to which he had been elected with one of the biggest popular votes in Philippine history, Estrada limped out of Malacañang at 2:20 p.m. and returned to his house on Polk Street, San Juan.

"Goodbye, Erap" read the banner headline of the INQUIRER extra on that fateful day. The INQUIRER was also at the scene on April 25 when the Sandiganbayan sheriff took Estrada to prison on plunder charges. He remains detained at his villa in Tanay, Rizal, awaiting the outcome of his trial.

On Dec. 26, 2002, it was Mark Jimenez's turn to go to a US prison on charges of fraud and tax evasion. A year later, he was unseated him as congressman of Manila's sixth district.

One of the boycott coordinators fled the country after Estrada's downfall; the business of another coordinator floundered. The rest of the coordinators have kept away from media's glare.

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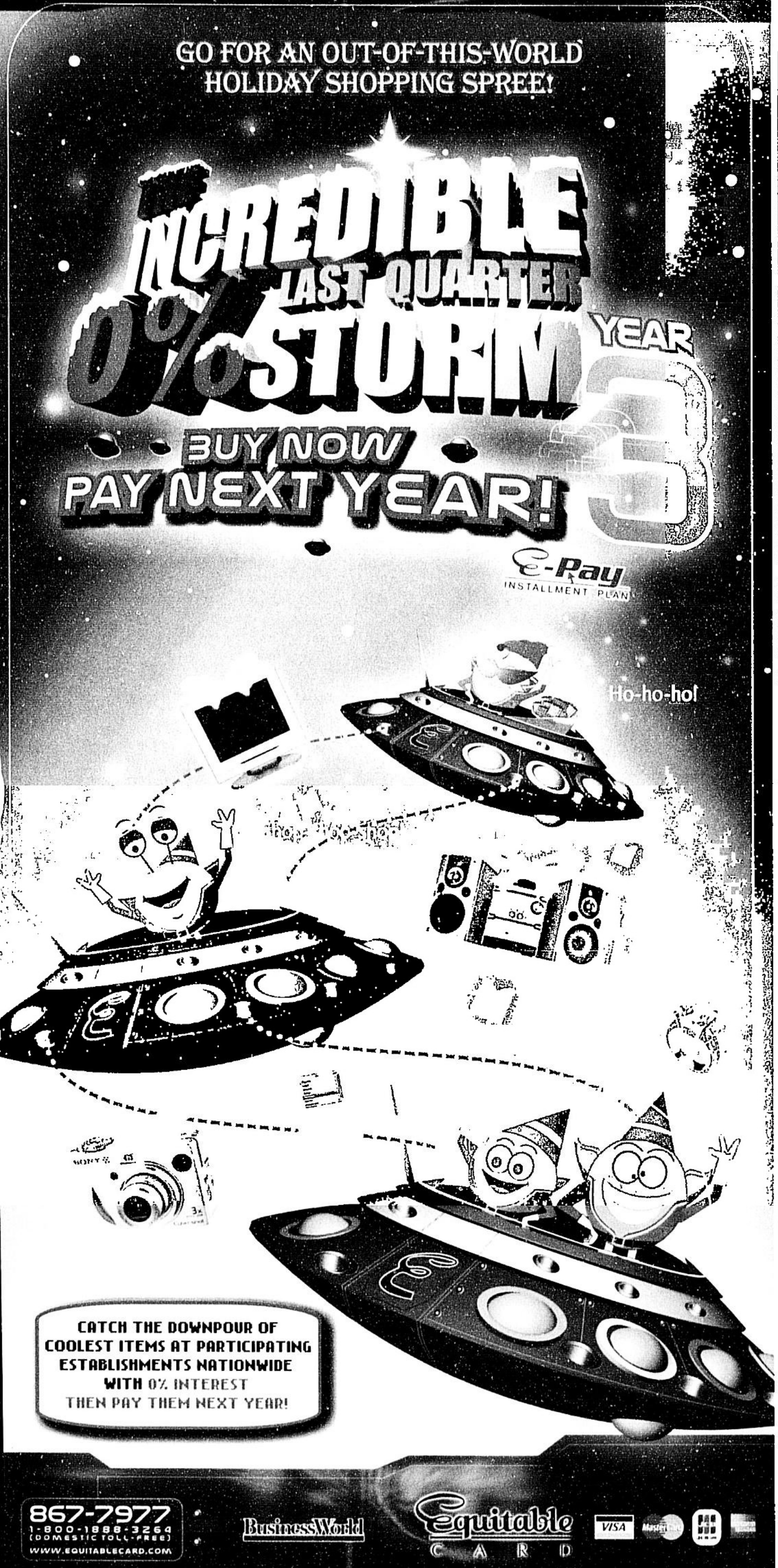

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LESSONS LEARNED ON SOCIAL RESPONSIBILITY

2 tycoons give editors, execs something to think about, something to thank about

TWO BUSINESSMEN STOOD out during the ad boycott, and they gave INQUIRER editors and executives something to think about on what responsibility is. And something to thank about.

One of the businessmen was Jaime Augusto Zobel de Ayala, CEO of the Ayala group of companies whose adspend by its subsidiaries—Globe Telecom, Bank of Philippine Islands, Ayala Corp. and Ayala Land—provided a vital lifeline to the INQUIRER during its gravest crisis.

A year or two after the boycott, Zobel, the president of Ayala Corp., spoke at a PDI management meeting on the importance of strategic planning. During the open forum, however, an editor asked him why the Ayala group choose to support the INQUIRER even as other businesses opted not to defy President Joseph Estrada.

Zobel recounted that his father Jaime, the Ayala patriarch, called him and his brother Fernando to a meeting to deliberate on the issue. Taking a systems approach, they decided the Ayala group could not just sit by and let the INQUIRER fold.

The collapse of a key pillar of the free press, Zobel said, would have far-reaching repercussions on other Philippine institutions, causing social instability. And that would be bad for business in general and the Ayala group in particular, he implied.

As some editors and executives understood Zobel's explanation, the Ayala group extended itself to support the INQUIRER not out of some vague, lofty motive but out of a high level of social awareness. Once the Ayala group had determined where its long-term interest lay, its CEOs assumed responsibility for boldly pursuing it—no matter if it meant going against the most powerful person in the country.

As it splurged on full-page ads in the INQUIRER while its competitors shied away, Globe Telecom seized market leadership in the mobile phone business during the boycott. Coincidence, perhaps. But, as books on management have pointed out, success comes to business leaders who not only adapt to rapid change but who also align their corporate with social responsibilities. And who dare to take risks in the process.

Pangilinan

The other memorable business figure during the ad boycott was Manuel V. Pangilinan, CEO of the First Pacific conglomerate whose subsidiaries include PLDT, Smart and Piltel. While the Ayala group's ad expenditures flowed into the INQUIRER, the adspend of Pangilinan's companies dried up.

JAIME Augusto Zobel de Ayala provided a vital lifeline during the PDI crisis.

Through a reporter, Pangilinan conveyed to the PDI president and editor in chief that he had been left with a hard choice. He said he was a newcomer in the local business scene, having been Hong Kong-based for a long time for his Indonesian principal.

In August 2003, Pangilinan spoke at a PDI strategic planning session to share his insights on successful media companies. During the open forum, an editor asked him why he decided to withdraw the ads of First Pacific companies at a time when the INQUIRER needed them most.

"I've long been wanting to put closure to this," Pangilinan replied. He could have conveniently blamed Estrada and his cronies for imposing their will on him, but he chose not to. Instead, he took full responsibility for his decision.

"Marixi (Prieto, PDI chair), Sandy, I apologize," Pangilinan said. "I could have done better."

No need to apologize, Sandy Romualdez told him. She disclosed to the editors and executives how representatives from Pangilinan's company met with her to try and help cushion the INQUIRER from the effects of the boycott but none of their proposals came to fruition.

Pangilinan "will always be a friend of the INQUIRER's," the PDI president said.

As a valued, longtime INQUIRER customer, Pangilinan did not have to humble himself in front of editors and executives during that planning session. Instead, he held himself accountable for his own action, said sorry for whatever wrong he may have done the newspaper, and resolved to break free of the past.

Pangilinan has since more than made up for the revenue losses that the INQUIRER suffered from the ad pullout of First Pacific companies during the four-month boycott. PLDT, Smart and Piltel subsequently regained market leadership in the mobile phone business.

First Pacific companies and Ayala group subsidiaries remain the top INQUIRER advertisers today. *Jose Ma. D. Nolasco*

MANNY Pangilinan: I apologize... I could have done better.

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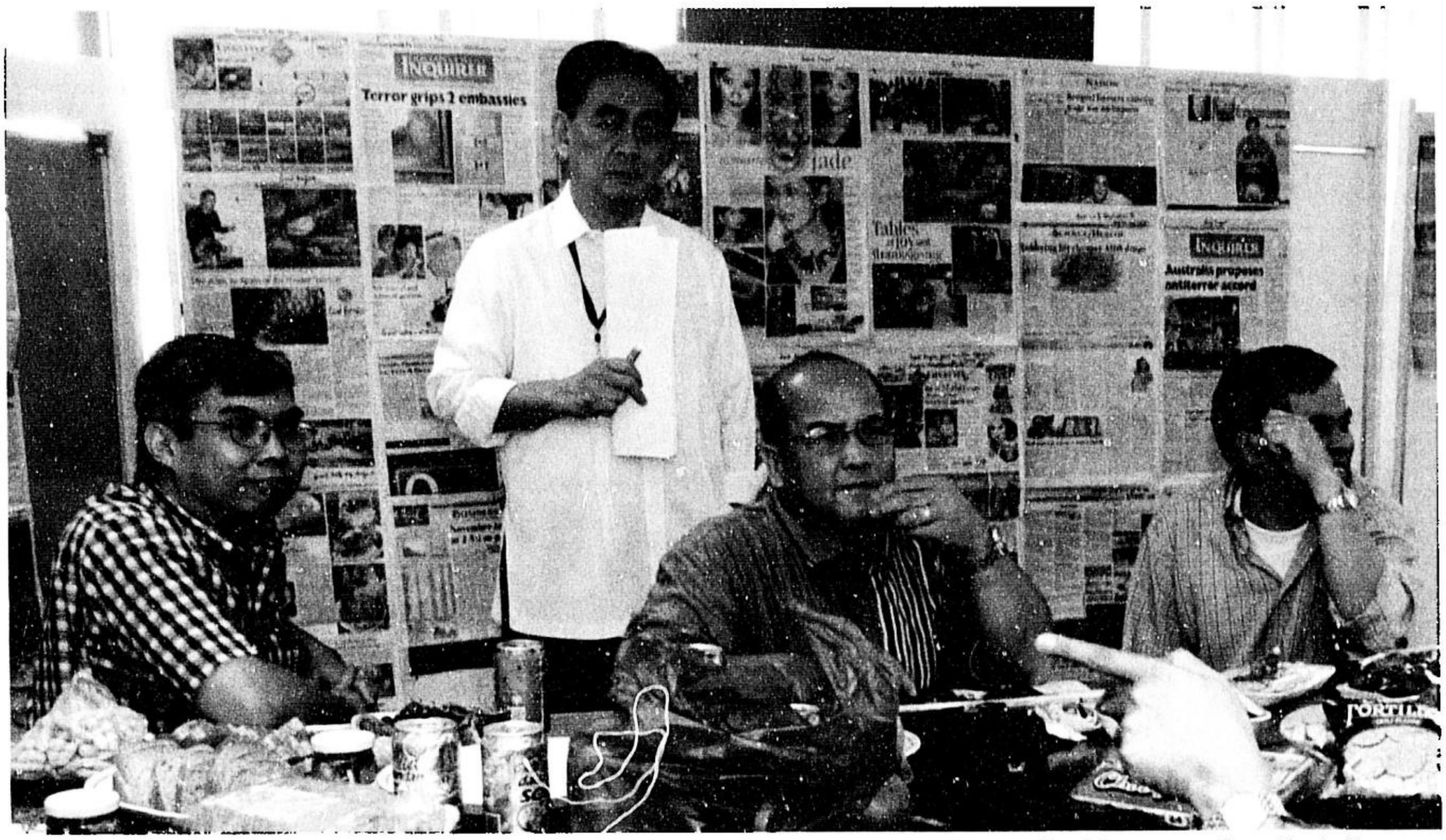
ETHICS, POLICIES, PROCEDURES



PUBLISHER Isagani M. Yambot critiques the previous week's issues of the newspaper during the weekly editorial assessment meeting held on Tuesdays. Listening are Billy Formoso, night editor; Nilo Paurom, chief of the day desk; and Boy Cabrido, photo consultant.

Not blue skies beyond the blue book

By Isagani Yambot
Publisher

THE AD BOYCOTT MOUNTED BY THE ESTRADA administration against the INQUIRER in 1999—the most serious threat to its existence that the paper has ever faced—helped to spur the completion of its Manual of Editorial Policies.

The manual was already in the works when the dispute with then President Joseph Estrada began. The President was irked by what he called the "negative reporting" of the INQUIRER. Aside from waging an ad boycott, he and his cronies, political allies and crony newspapers sought to impugn the INQUIRER's credibility and accuracy. The INQUIRER's owners, managers and editors thought that several measures had to be taken to counteract the media and psy-war attacks of the Estrada administration. One of these measures was the writing of the Manual of Editorial Policies, now popularly known as "the blue book."

In the late 1990s I drafted a paper on Accuracy, Objectivity and Fairness and issued it to serve as a guideline for all the editorial staff members of the paper. Later I wrote The Canons of Taste for Journalists for discussion at a conference on media ethics held under the auspices of the Kabisig which was waging a moral recovery campaign. The paper on Accuracy, Objectivity and Fairness and The Canons of Taste for Journalists were later to form two of the sections of the Manual of Editorial Policies.

INQUIRER president Sandy Prieto-Romualdez stayed up with the editors until past midnight one day in September 1999 to discuss the updating and completion of the draft editorial policies. She moved up the deadline for the completion of the manual and, with the help of the senior editors, I was able to finish it on time. The manual embodies a set of standards guiding the actions and decisions of the editors, columnists, reporters, photographers and other editorial staff members.

The Manual of Editorial Policies includes the INQUIRER vision, mission, values and a basic statement of editorial policy. It covers such issues as accuracy, objectivity and

▶ 40

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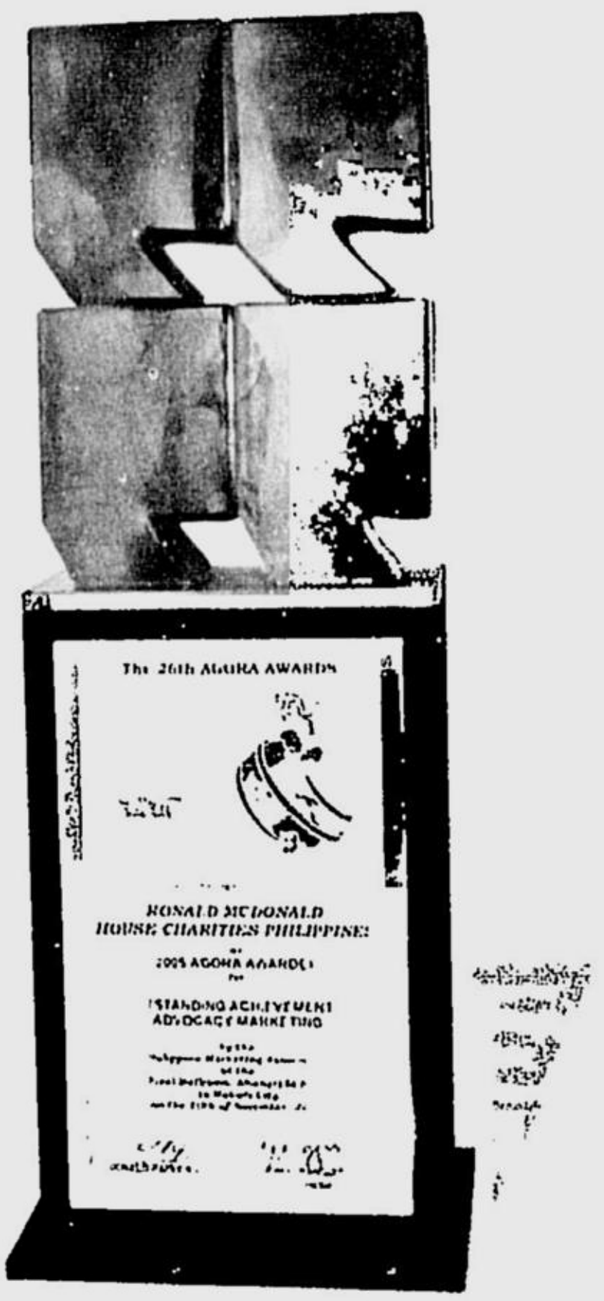


The Ronald McDonald House Charities (RMHC) is this year's recipient of the much-coveted Agora Award in Outstanding Achievement in Advocacy Marketing given by the Philippine Marketing Association. For every Happy Meal purchased at McDonald's, a certain amount is given to the RMHC for their programs geared towards educating, giving shelter and contentment to less fortunate children. The BRIGHT MINDS READ is a partnership program with the Department of Education-NCR that aims to develop reading curricula and tools for public school children. The BAHAY BULILIT, on the one hand, is a partnership program with the Department of Social Welfare and Development that builds day-care centers in depressed areas to give primary education to children under six years old. Having won this prestigious award spurs the RMHC to passionately continue to lift kids to a better tomorrow. And that for us is what makes us happy.

happy meal

DSWD

DepED

love ko 'to™

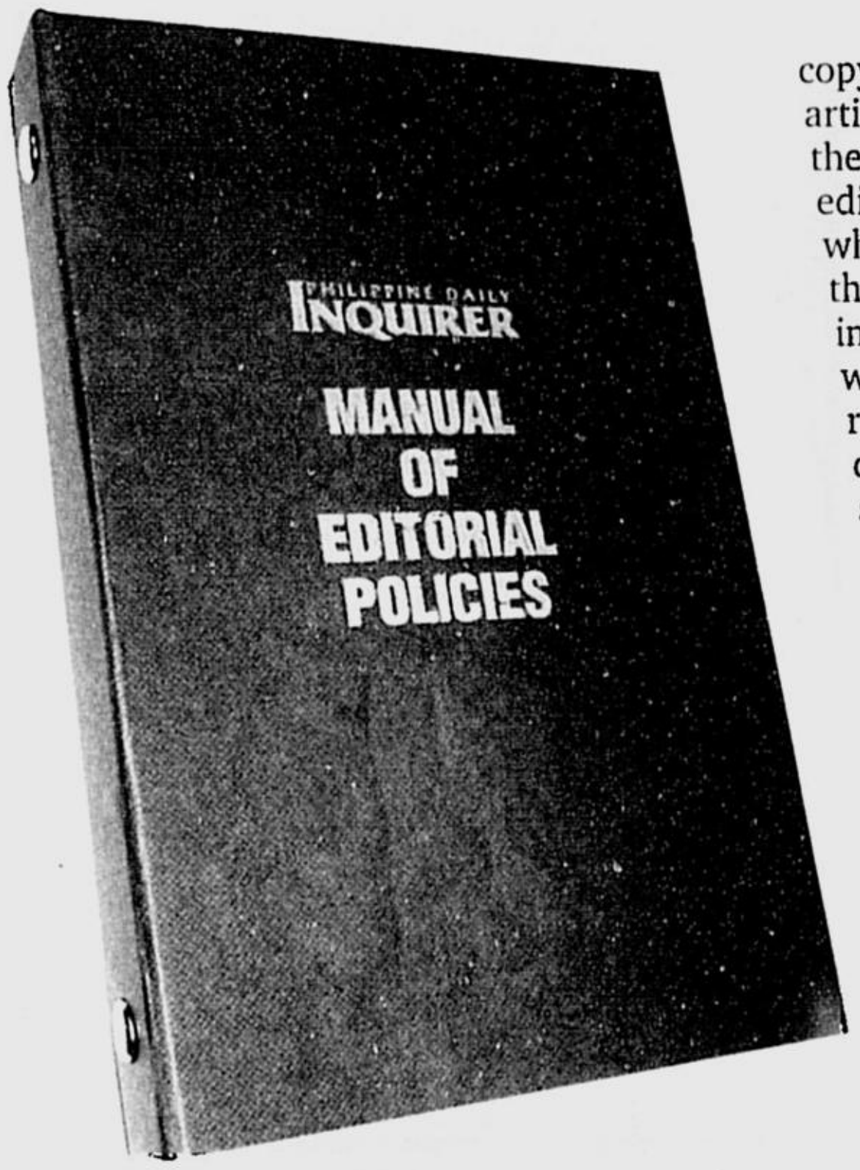
ETHICS, POLICIES, PROCEDURES

▶ 38

fairness; attribution; letters to the editor; editorial cartoons; columnists; press releases; travel (of staff members); The Canons of Taste for Journalists; and the Journalists' Code of Ethics.

The writing and rewriting of the manual continue. Every year, it is brought up for review, and some amendments and additions are discussed and approved in the meetings of the Editorial Policy Committee. The committee is composed of high-ranking officers of the Business Group, the publisher, senior editors and section editors.

It is the Manual of Editorial Policies that the readers' advocate and editors refer to when there are complaints about stories or photos or disputes about newsroom policies, practices and procedures.



THIS MANUAL lays down the set of INQUIRER standards on accuracy, objectivity and fairness.

The work of all the editorial people involved in putting out the INQUIRER is constantly being reviewed. Every Tuesday, during the editorial assessment meeting, I do a critique dealing mostly with headlines, photos, captions and layout and also some selected stories. Associate editor Rosario "Chato" Garcellano does a content critique and readers' advocate Lorna Kalaw Tirol discusses readers' complaints and apparent violations of editorial policies.

The INQUIRER is now the only major Philippine paper that has a readers' advocate. Alice Colet-Villadolid, a former reporter and copy editor of the Manila Chronicle and later correspondent for The New York Times, was appointed INQUIRER readers' advocate in 1997. She resigned about two years later to concentrate on her work as commissioner of the National Commission on Culture and the Arts.

Villadolid was succeeded by lawyer Raul Palabrica who also served as legal counsel of the INQUIRER. Palabrica resigned last year from the INQUIRER when he was appointed commissioner of the Securities and Exchange Commission. He was succeeded by Lorna Kalaw Tirol, a veteran editor and writer.

The readers' advocate attends to the complaints of readers about unfair and inaccurate news and photos and other alleged violations of the Manual of Editorial Policies. She refers the complaints to the editor, writer, reporter or photographer concerned and asks for an explanation. In some serious cases, the complaint may be referred to a committee which will then determine whether the staff member complained against erred, and if he/she did, what sanction should be imposed on him/her.

A grammar check is done in the course of the copyediting of stories and other articles. In the case of Page 1 stories, there are at least three layers of editing—first, by the desk editor to whom the story is assigned; then by the slot man; and finally by the editor in chief or managing editor who does what is called "the last touch" or final review. A grammar "postmortem" is done by a master of arts in literature student of the University of the Philippines, and her report is discussed during the weekly editorial assessment meeting. Grammatical critiques of certain stories are also done by the publisher, associate editor and sometimes, by the readers' advocate.

A factual check is automatically conducted in the course of the editing of stories. When a very important piece of information needs to be thoroughly checked out, it is referred to the Research Group which is usually given a maximum of 30 minutes to produce a result.

Some questions of ethics and newsroom policies and procedures are also discussed during the monthly Reporters' Meeting and the monthly Editors' Night. In addition, the publisher and the readers' advocate give occasional lectures on media ethics and hold roundtable discussions on current ethical issues.

The managers and editors of the INQUIRER realize that its staff members are fallible human beings who sometimes commit mistakes in the rush to beat the deadline or to score a scoop. Mindful of the admonition that "newspapers are being unfair when they refuse to correct mistakes," the INQUIRER regularly corrects factual errors in a Correction Box, usually printed on Page 4 or 6.

The INQUIRER began running the Correction Box on June 7, 2004. The INQUIRER gives the greatest importance to accuracy and is committed to correcting all errors, big and small, that appear on its pages. It is the policy of the paper to correct all its errors as soon as the editors become aware of them.

The Manual of Editorial Policies, the appointment of a readers' advocate, grammar and fact checks, and the institution of a Correction Box—these are the major measures taken by the INQUIRER managers and editors to ensure the paper's excellence, integrity, editorial independence and social responsibility. These measures also protect the paper from attacks from all sources, including incumbent presidents, that seek to impugn its credibility. If the INQUIRER has maintained a high level of credibility for two decades, it is because of its constant striving for excellence in all aspects of editorial work.

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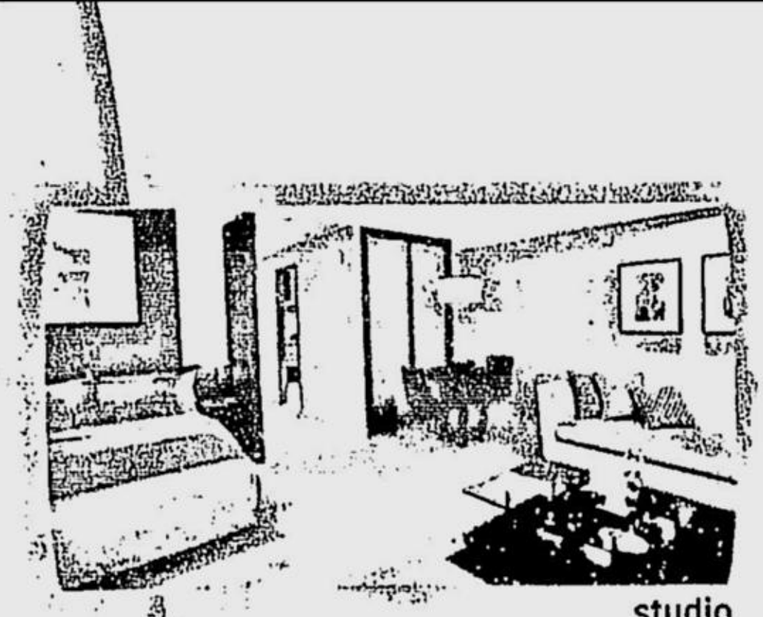

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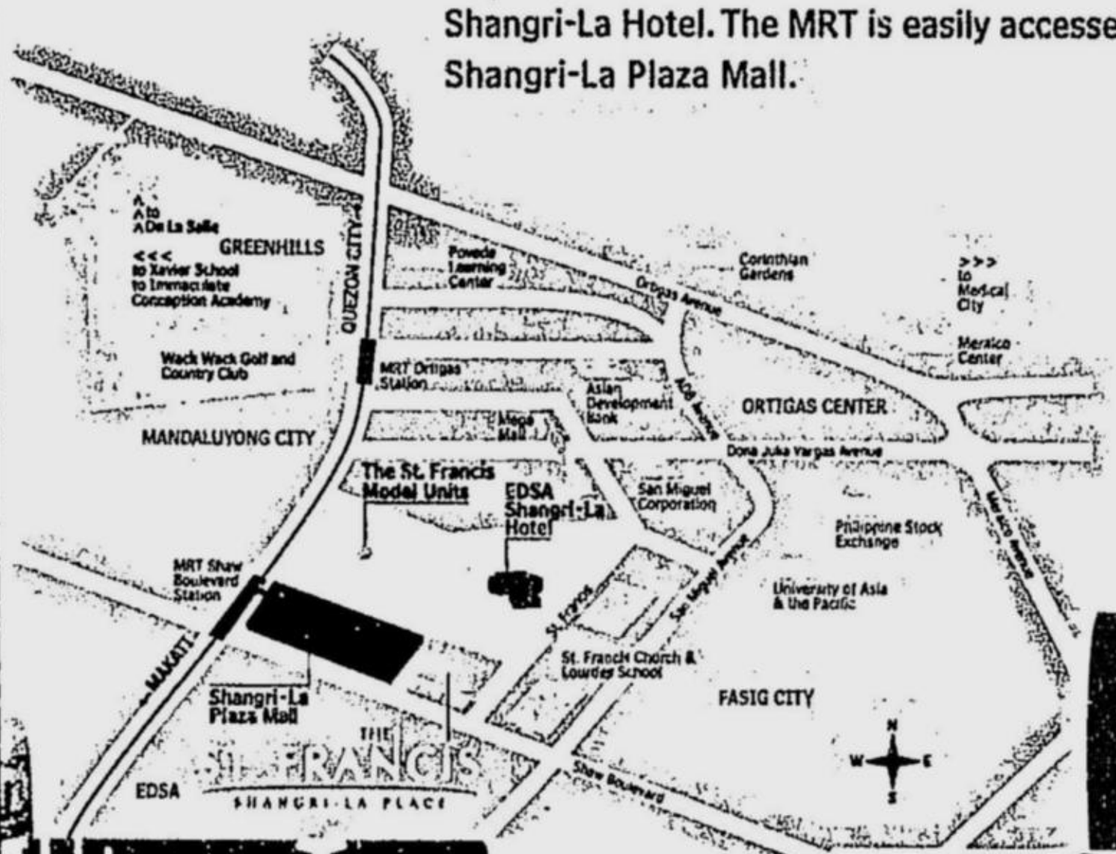

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LYDIA VELASCO

CHANGING LOOK AMID CHANGING TIMES

From unmade bed, to made-up page, to getting in and out of it

By Lynett A. Villariba
Art and Design Director

THE PHILIPPINE DAILY Inquirer changes the way it looks at a changing world.

Delivered to the national consciousness in a snap, the INQUIRER had nine months of gestation as a weekly tabloid, and another month as a broadsheet, before the so-called "mosquito press" publication entered the mainstream as a daily on Dec. 9, 1985.

The daily was put to bed minus the technology resources, and woke up to the realities of press deadlines with no time to fuss over makeup. It was a time when events unfolded before the printing ink could dry.

In the early years, the INQUIRER perfected the look of what was once an "unmade bed," and with consistency, metamorphosed into one aptly described as alternative.

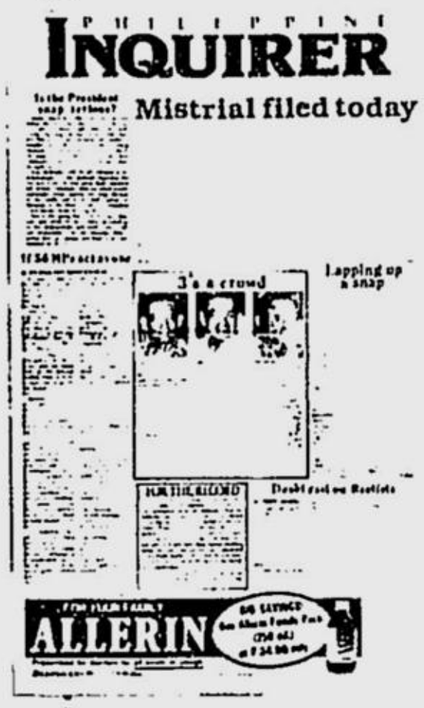
The INQUIRER look went through cut-and-paste pains, its banner headlines fashioned out of letter transfers and manual photosetting. Stripping then was a printing skill and layering was done by steady hands, not by pushing keys and buttons.

Copy fitting in the mid-1980s meant page editors going into a fit from counting column inches, and then screaming that banner headlines and paste-up text on galleys should be "enlarged to fit."

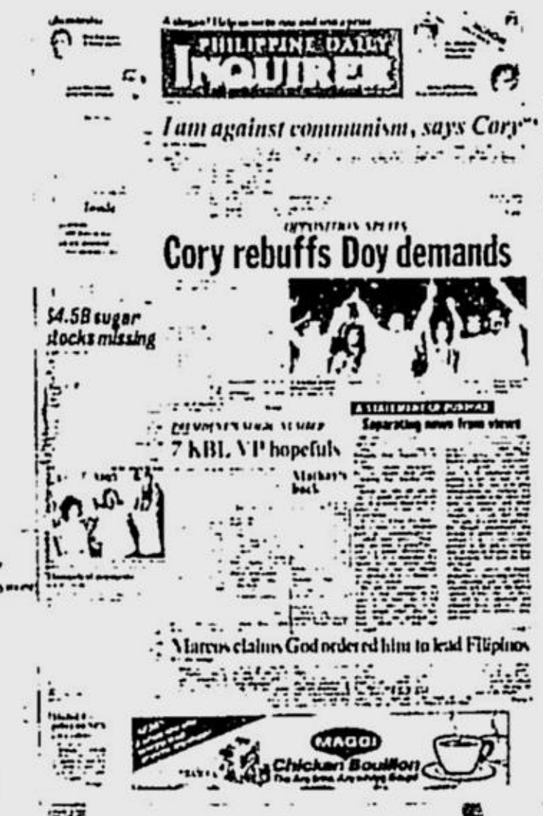
▶ 46

1985

Feb. 4-10. Conceived as a weekly tabloid.



Nov. 11. Weekly broadsheet in the runup to a daily.



Dec. 9, 1985. Born black and blue, broadsheet size with an 8-column width.

1986

Jan. 19. Double header.

Feb. 10. Extra.

Feb. 21. The end begins.

Feb. 25. History in progress.

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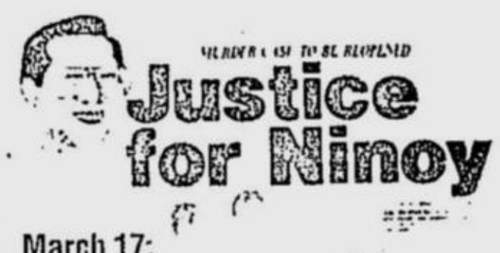
TRES ROMAN

CHANGING LOOK AMID CHANGING TIMES

From unmade bed, to made-up page, to getting in and out of it

1986



March 17:
100 pts extra bold
banner headline grabs you.
Cartoon gets you into the page

March 21:
Cory cartooned.

March 27.
Marcos gets you
into the page.

May 4.
Madam X's
turn.

1987

Aug. 29.
Headline news screams
in two words, all caps.

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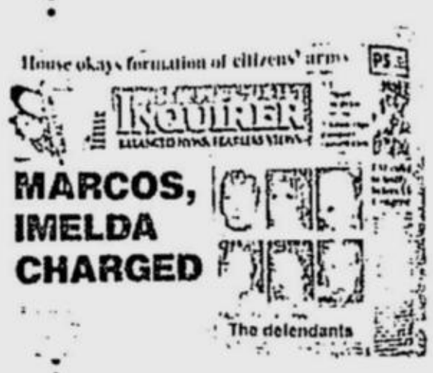
Carabao-toon

Jess Abrera's incidental cartoons became the distinctive feature of the front page ever since then editor in chief Louie Beltran posed the question to then publisher Eggie Apostol: "How do we illustrate a story that goes: 'Cory, a snake in our garden of Eden, says FM' ?"

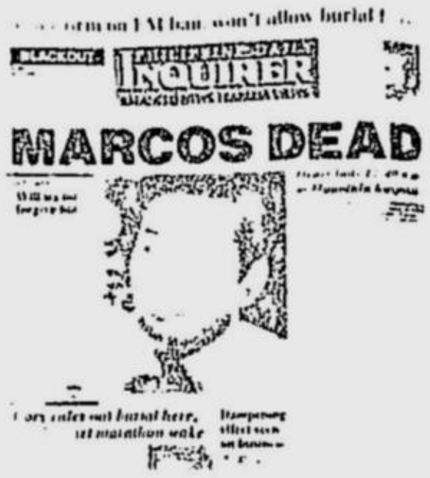
Soon a wise-cracking carabao was animating the daily news—dodging coups, calamities, crimes and presidents' wrath. The carabao-toon became the constant in an evolving newspaper look.

1988



Oct. 23.
News in three words,
three decks, 6 mug shots.

1989

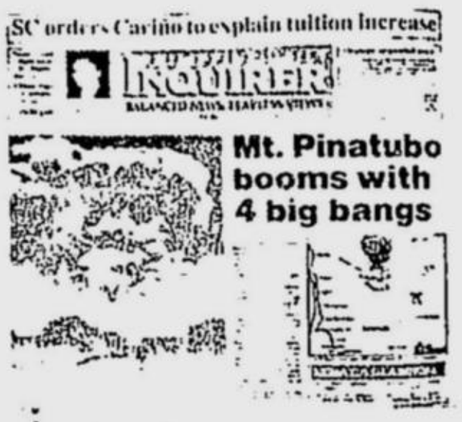


Sept. 29.
Newsmaker bows out.

1990

July 18.
While the big picture tells
it all, a graphic map gives
the scope .

1991



June 1.
The big bang told in
photo and graphics.

1992

July 1.
"Tabako" enters
the scene.

The advent of computer technology brought in a professional designer to clean the clutter, and put some method in the madness.

In any case, it was also becoming embarrassingly apparent that the INQUIRER had not given readers their due for making it the No. 1 national reading habit by 1994.

And so the introduction of design saw the transformation of a sleeker flag or masthead, and the unearthing of a page architecture long buried under the pile of news.

The typeface Korinna Bold, circa 1970s, gave way to the more contemporary font Fritz Quadrata to reflect the transition of the INQUIRER look from being spontaneously hysterical to a charted reading journey.

Signature look

The spanking new publishing

▶ 48

1993

Communities are more fun.

In a community, you get more than just a place to stay. You get neighbors. People who'll lend an ear or a hand as easily as they'd lend a hammer or stepladder. in a community, you get to share stories, recipes, jokes, and lazy Sunday afternoons.

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That's how it is in a community.

And so it is with us at Community Innovations.

Across all our projects, whether Serendra, The Columns Ayala Avenue and Legazpi Village or Verdana Homes in the south and Celadon Residences San Lazaro in Manila, we do more than build homes. We lay the foundations for secure and vibrant communiities. We make sure our projects are accessible enough to allow young urban achievers a quick escape from the urban jungle, enough space for families to grow. And expansive common amenities to ensure a sense of neighborliness. Of community.

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CHANGING LOOK AMID CHANGING TIMES

From unmade bed, to made-up page, to getting in and out of it

1994

Nov. 19.
Computer technology organizes the layout.

1995

Jan. 18.
A very important visit deserves smooth front page reading in an uncluttered layout.

▶ 46

tools made possible the creation of signature stripes—from the masthead to the top flag to the signature labels—creating the INQUIRER look of 1994.

The new design consciousness introduced terms like "point of reading entry," "hierarchy of stories" and "modular layout" to the newsroom vocabulary. "Reader-friendly" was not just the buzzword, it became the editorial mantra.

Layout artists morphed into graphic designers as functional design tempered art expression.

Writing, editing and design became integrated as each role player valued the other in achieving coherence in news presentation.

Aug. 13.
Infographic overview gets you interested in the details.

1996

March 20.
Infographic device rationalizes a tragedy.

March 29.
Infographic shows how it happened.

June 14.
Infographic brings you to where it happened.

The year 1998 saw the shift of the monochromatic front page to a full-color celebration of the Philippine Centennial. The INQUIRER masthead dropped the multi-linear background in favor of a seamless gradient backdrop.

▶ 50

1998

June 12. Philippine Centennial celebration also celebrates the first time the newspaper went full color.

July 1.
Colorful new president walks into a still monochromatic front page.

BALANCED NEWS,

FEARLESS VIEWS.

IN OTHER WORDS,

TRUTH WELL TOLD.

PROUD TO BE PARTNERS WITH THE PHILIPPINE DAILY INQUIRER IN THE PURSUIT OF TRUTH. McCANN ERICKSON

FERNANDO SENA

CHANGING LOOK AMID CHANGING TIMES

From unmade bed, to made-up page, to getting in and out of it

▶ 48

Graphic designers made full use of image enhancement software and reached new heights in digital creativity, displaying the true colors of feature pages that kept readers coming back for more, day after day.

'Project Big'

The application of new graphic technologies rubbed off on the readers, too. Reading tastes became more sophisticated, influenced in part by the advent of electronic paperless reading called the Web. The INQUIRER, just like other big newspapers all over the world, redesigned and changed its look and dimensions.

In 2002, the INQUIRER was redesigned to achieve the perfect merging of reading comfort and publishing economics, and to cut down on the use of paper. Dubbed Project Big, the paper slimmed down to a narrower width, making the country's favorite newspaper easier to read and to hold.

Holding the reader's

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1999

July 16.
INQUIRER faces up to an ad boycott with the right composition of photos.

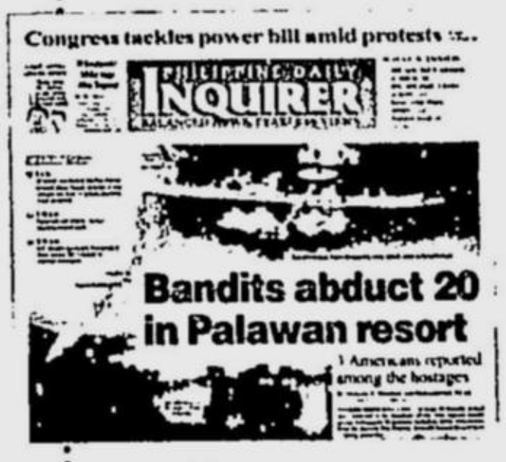
2000

Jan. 1.
There's an INQUIRER in your future.

Dec. 27.
The advent of infographics.

2001

Jan. 20.
Extra goodbye.



May 28.
Back to kidnapping.

June 25.
Facing nature's wrath.

2001

Sept. 11.
Global front page seared into the memory of the human race.

2002

Sept. 15.
Project Big:
Spot the difference.

Together, we've created a buzz...
INQUIRER
Metrobank sells
Customs exceeds
BUSINESS
Forest for the tee
Razon firm seeks
HTC nod for
nationwide franchise
From the Anvil award-winning Inquirer Job Market to the breakthrough
INQuest: The Philippine Daily Inquirer Adventure and the novel Inquirer Compact,
we are proud to be headlined with you through the years.
Happy 20th Anniversary to the No. 1 Newspaper in the Philippines!
EURO RSCG MANILA

ERNESTO PATRICIO

CHANGING LOOK AMID CHANGING TIMES

From unmade bed, to made-up page, to getting in and out of it

▶ 50

attention were the new details. Changing the Times typography to the Charter font which made reading the INQUIRER a pleasure. Words ran crisp and clear from one paragraph to the next, from one story to another, from front page to the jump.

The redesign challenge was to use less space in a smarter way. For less, readers got more. A slimmer newspaper meant more news to read with tighter editing, dramatic photographs, explanatory graphics, provocative illustrations and inviting headlines.

A smaller dimension meant better organization so readers could do a quick read of the news and still digest the essence. What grabbed the readers were images that jumped out of the pages telling stories of their own.

You haven't noticed the design evolution of the INQUIRER through the years? We don't mind. That's how it should be. It means you have grown with us. In fact, the hallmark of a good newspaper is when readers have become so comfortable with it, they hardly notice the design.

Good design, after all, is not just about winning awards. It is about winning readers. ●

2002

Feb. 1.
Dancing colors inside pages

2003

Feb. 1.
Explanatory infographics

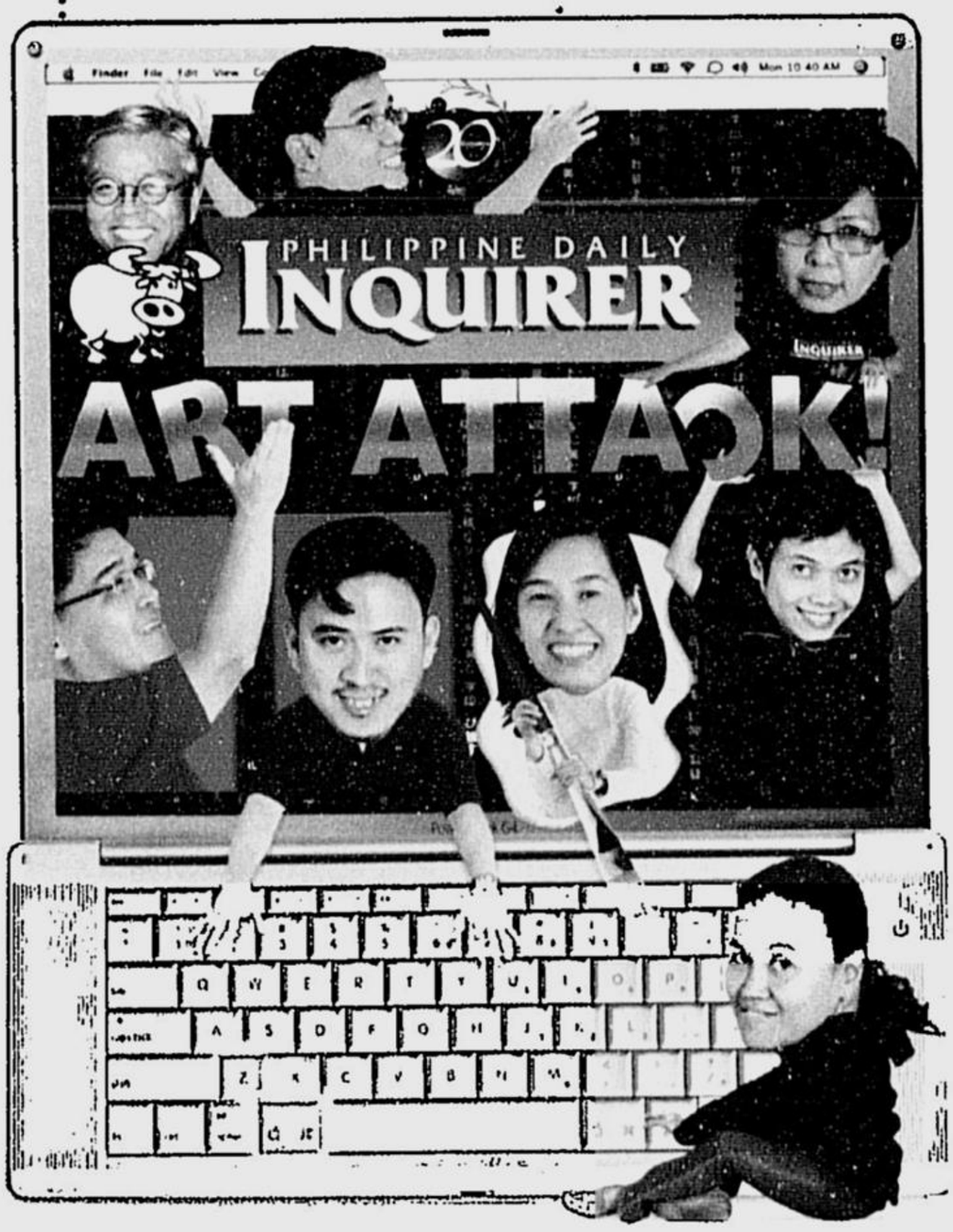
Provocative illustrations

2004

Feb. 10.
The art of politics

2005

April 4.
Front page elegy



ART SECTION: BRINGING LIFE TO THE PAGES.
(Top) Jess Abrera, Albert Rodriguez, Lynett Villariba
(Middle) Ernie Sambo, Marlone Rubio, Steph Bravo, L.A. Mistades
(Bottom) Belen Belesario

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TEXT:

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Raffle Code/Name/Address/Age

SEND TO:

2219 (Globe, Touch Mobile & Sun Cellular)

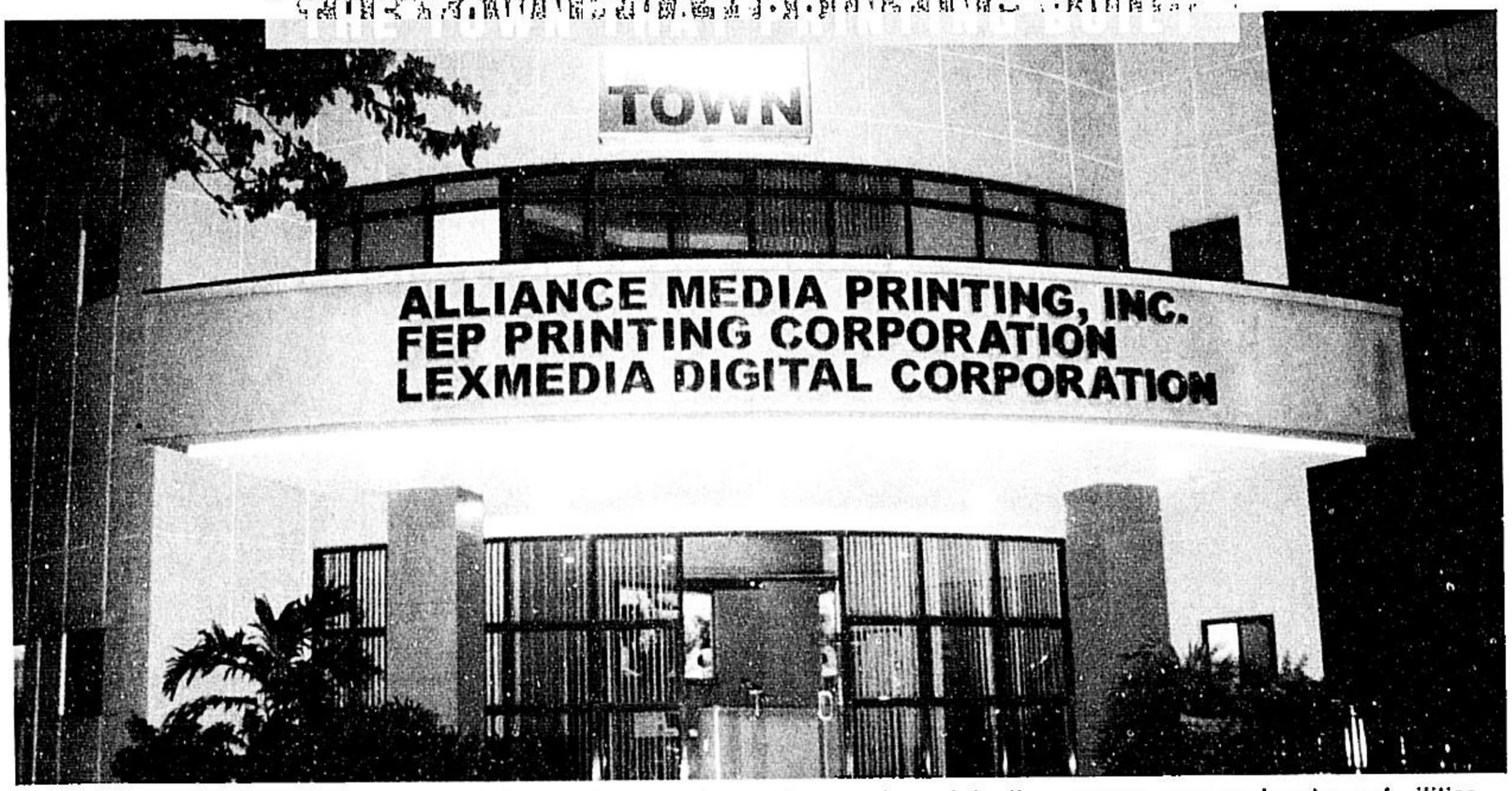
638 (Smart, Addict Mobile, Talk n' Text)

Mechanics:

1. Buy specially marked packs of M&M's® Chocolate: Milk, Peanut, Crispy and Minis with an M&M's® Jazz Up Your Christmas sticker from participating establish ments. Each pack will have a unique alphanumeric raffle code printed on it.
2. To join the promo, just text MMJAZZ raffle code/name/complete address/ age to 2219 for Globe,Touch Mobile and Sun Cellular Subscribers and 638 for Smart, Addict Mobile and Talk n' Text Subscribers. P2.50 will be charged per text message sent.
   Example: MMJAZZ A1234/Ann Garcia/8 Mango St. Project 4, Quezon City/18
   For succeeding entries, just type MMJAZZ raffle code
   Example: MMJAZZ B5678
3. M&M's® packs with the Jazz Up Your Christmas stickers must be kept and shall be presented for verification purposes in order to claim the prize.
4. Prizes include: Total of 3 units Honda Jazz Cars, 10 units. Sony Ericsson W800i Walkman™ Phones, 100 units Apple Mini iPods and 1,000 pcs. CD's from Odyssey Record Bars.
5. Weekly cut-off dates for entries will be every Sunday, 11:59pm.
6. Draws will be held in the presence of a representative from BFAD, Cube Interactive and Master Foods Philippines, Inc.
7. Winners will be sent a text message with accompanying instructions on how to claim the prize. Winners must be prepared to present the text message notification together with the M&M's® wrapper with the winning raffle code. Damaged, altered and/or tampered stickers, as well as wrappers with no promo stickers .and vice versa will be disqualified and rendered invalid.
8. Verified winners will then be eligible to claim their prize.
9. Prizes are non-transferable and not convertible to cash.
10. All prizes are tax paid.
11. Employees of Master Foods Philippines Inc, all their agencies, suppliers, partners and sponsors, including their relatives up to the second degree of consanguinity or affinity are disqualified from joining the promotion.

M&M's® Registered Trademark of Mars, Incorporated ©Mars, 2005. Promo will run from October 10 - December 31, 2005. DOH-FDAD Permit No. 1107. Valid as of 2005.

ANTON BALAO



PRINT TOWN'S 10-hectare complex in Laguna (above and below) boasts of top-of-the-line prepress, press and postpress facilities.

The best way to put ink on paper

By Dennis O. Valdes
EVP, FEP Printing Corp.

WHEN THE INQUIRER WAS BORN 20 years ago, it did not have its own printing presses. Instead, various small-scale newspaper printers divided up the printing. Some sections would be printed in Quezon City while others were done in Makati and the remainder in Pasig. Putting the entire paper together was a minor miracle. "Quality printing" was an oxymoron as reading the newspaper was the best way to get ink on your fingers.

Not anymore.

Driving south on the South Luzon Expressway, one passes by a multi-colored, two-story building with the words "Print Town" emblazoned in neon on its roof. It's an unusual sight, not only because few factories are hued in shades of red, yellow and blue, but also because the average reader hardly ever stops to think about how their newspaper, magazine or book is ever produced.

Sexed up

Printing is one of those nondescript manufacturing activities that is best described as "just not sexy." In the newspaper business, it is the journalist who is the star. The pressman who puts ink on paper toils in obscurity.

And yet, a visit to Print Town can be eye-opening. Producing printed materials is no longer the dirty and noisy sweatshop caricatured in movies, with an editor running around shouting, "Stop the presses!" Instead, printing is a high-tech industry, where improvements in quality have brought the country to the brink of our next outsourcing opportunity.

The first company in the Print Town family was FEP Printing, a merger of the three largest INQUIRER printers. Interestingly, at that time, the presses that printed the INQUIRER, one of the mosquito papers that helped bring down the Marcos regime, were the same presses that printed the Daily Express, one of the mouthpieces of that same authoritarian era. The publishers had changed, but the printing machines stayed the same.

By consolidating operations, we achieved larger scale and increased efficiencies that fueled a decade of growth. Very early on, we realized that to be ultimately successful, we first had to print the INQUIRER at a world-class level. We couldn't have the country's No. 1 newspaper printed like an underground newspaper.

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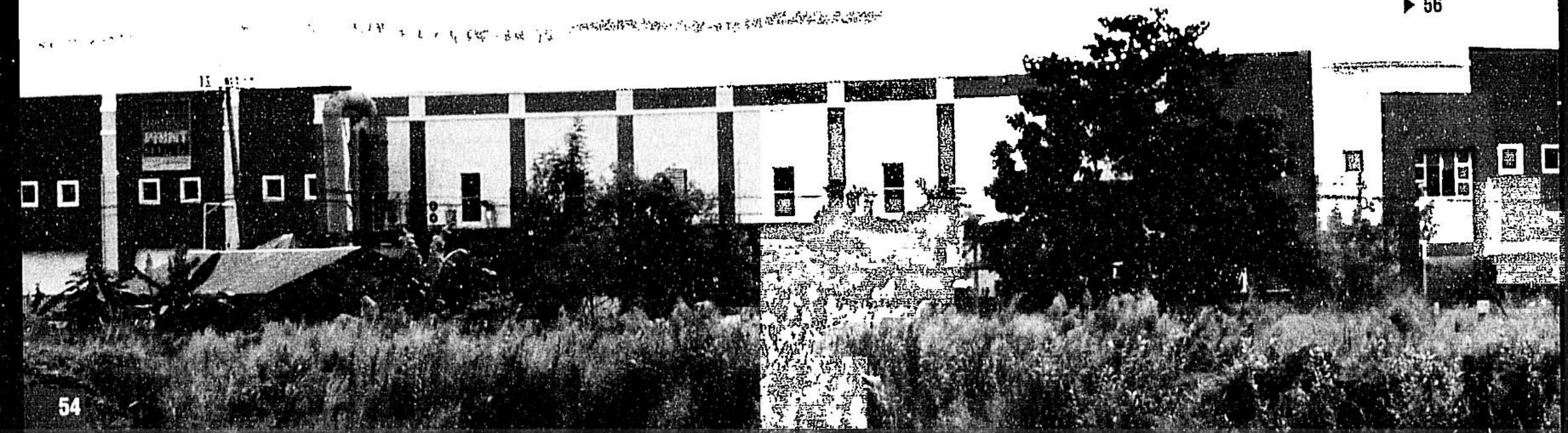


At last, looking at the fine print is interesting.

Printing for the country's largest newspaper is no easy task. With a huge job order and a fixed deadline to meet, we deliver with the best possible results. This goes the same for our other clients in the publication and business community. Because we at Print Town employ a state-of-the-art CTP (Computer-To-Plate) system, guaranteeing no loss of resolution, no more color separation nor a decrease in the quality of the prints. This also means that the printing time is faster, making us capable of printing, binding and delivering 120,000 magazine copies in just 33 hours. At Print Town, we're not just your printer. We're your business partner. That is our fine print.

For your fast, efficient and high quality printing needs, go Print Town. The best way to put ink on paper.

Tel. 811-3223 • Fax. 811-3226 • info@printtown.ph

PRINT

The Best Way to Put Ink on Paper

Printing on site

Secondly, we had to print things beyond the INQUIRER. The Asian Wall Street Journal was our first external customer, coming on board in 1997. Working with AWSJ taught us many things, including the need to print as close to our readers as possible. In the same way that AWSJ was willing to take on greater costs by printing in Manila instead of Hong Kong, we needed to print in the Visayas and Mindanao to ensure consistent early delivery to our readers.

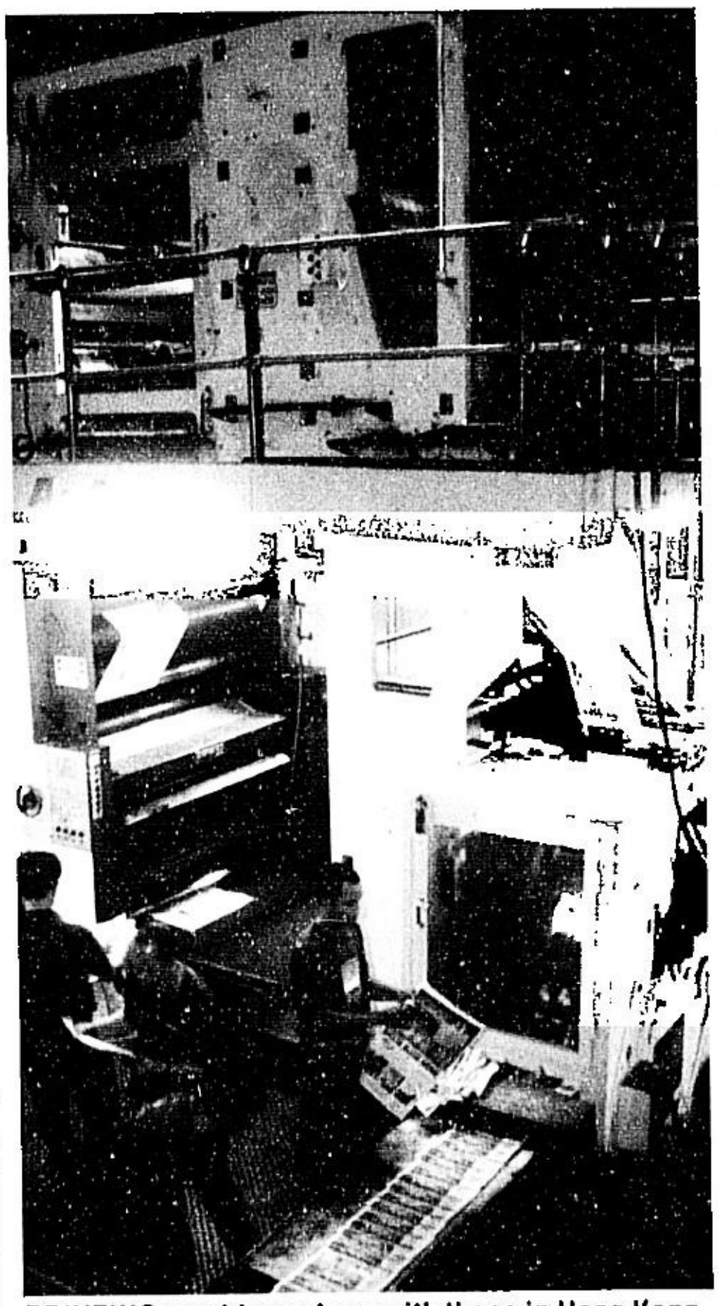
Consequently, we set up printing presses in Cebu in 1998 and in Davao in 2001. (The Cebu presses are already being improved and will be relocated to a new building early next year.) Printing in situ allows Visayas and Mindanao readers to get their newspapers before breakfast, every day, irrespective of typhoons that can delay flight schedules from Manila. It's no surprise that the circulation of our newspapers in those areas have risen to the top, including not only the INQUIRER but also our affiliate publications the Cebu Daily News and Bandera Mindanao Edition.

Advertisers also get a potential benefit from regional presses—using the same ad space in the INQUIRER, three different ads can be run, with the Visayas and Mindanao versions tailor-fit using local dialects, contact phone numbers or even entirely different visuals. For example, a car company can buy a half-page and run a Manila ad showing a sedan, a Cebu ad showing an SUV and a Mindanao ad showing a pick-up.

Computer to plate

Technology was a big part of Print Town's success. As early as 1997, Print Town and INQUIRER managers were working together on how to fully convert the INQUIRER to digital—from the stories to the pictures and down to the ads. We formed a new company, Lexmedia Digital, whose sole purpose was to convert film-based advertising to digital.

Digital technology meant enormous savings, bypassing film in the production process and going directly from "computer to plate." CTP, as it is known, improves ad reproduction and lessens print start-up waste as well, all leading to a quality-printed newspaper.



PRINTING machines at par with those in Hong Kong and Singapore.

Last year, Print Town inaugurated the most modern commercial printing facility in the country. Within weeks of the opening, we were delivering 1 million copies of the PLDT Annual Report at the rate of 70,000 copies a day! In its first 18 months of operations, our commercial presses have claimed several firsts, including the printing of the country's first full-color telephone books for Directories Philippines.

Print Town is now a full-service commercial printer—all customers served with the same quality and professionalism. Our customers range from competing publishers like ABS-CBN Publishing and Mega Magazines to international catalogue publishers to newspapers like the International Herald Tribune and of course, the INQUIRER.

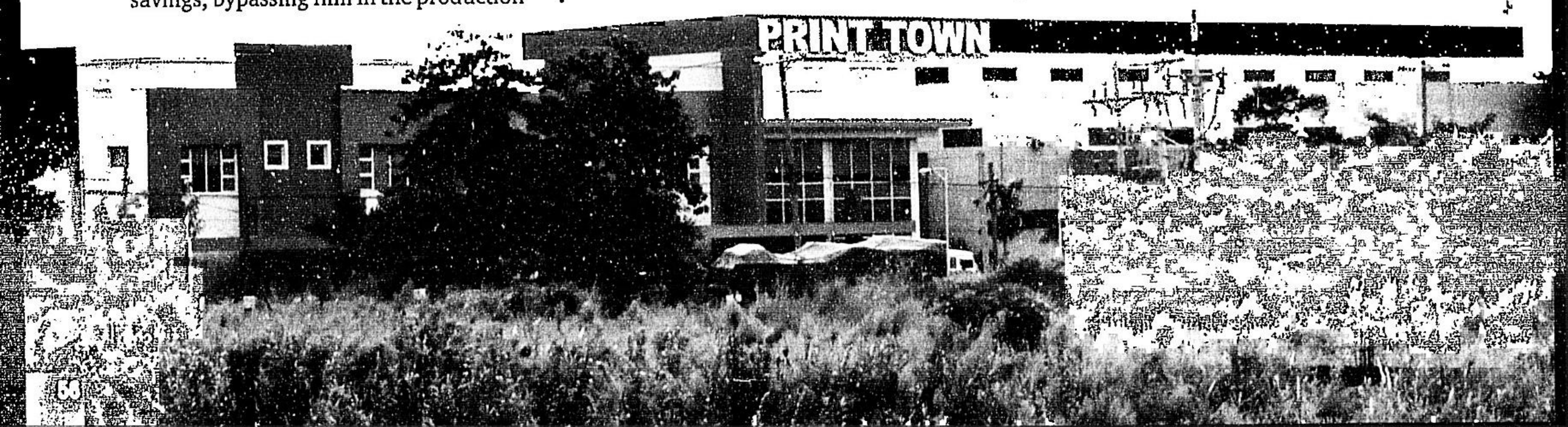
Asian Print Award

In the lobby of the Lexmedia Building in Print Town is a metal sculpture by Cebuano artist Raymund Fernandez titled "Nagbasa (Read)." The piece sits on one of the lobby couches, and as its title suggests, "Nagbasa" quietly reads one of the coffee-table books printed in Print Town. Because of Print Town's world-class quality—we won an Asian Print Award in our first year of operations—publishers can get the same, if not better, quality that they used to rely on Hong Kong printers to deliver.

Visitors to Print Town never fail to pause in the lobby, looking around at the many artworks that are on display there. "Nagbasa" recently played host to some Australian visitors, who came away commenting that after visiting various printing presses from Singapore to Shenzhen, Print Town was hands down the best plant they had been to.

Indeed, as the entire Philippine printing industry improves, more and more international publishers will find that the same strengths that made our country a regional powerhouse in outsourced services will apply to our printing skills as well. English proficiency and a weak currency are the key strengths that can make printing the next export growth sector.

It's been a long road from the days when FEP Printing was a small, newspaper printer using 25-year-old, martial law-vintage presses to output the INQUIRER. Today's Print Town group looks to the future with the same single-minded devotion to topnotch printing processes that push the business toward its vision of being "the best way to put ink on paper."



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Celebrate
a shining
Christmas
with Parker.

Someone special deserves the perfect gift.

PARKER

Exclusively distributed by

JEF SAMONTE

LEAP INTO THE UNKNOWN

From stripping knife to clicking mouse

By Gary G. Libby
Vice President for IT and Prepress

I RECENTLY BUMPED INTO ZALDY Alejandrino and Ely Fugaban—veterans of the INQUIRER who are now with the digital prepress unit. We couldn't help but reminisce about how it used to be when information technology (IT) played a minimal role in the preparation of the newspaper for publication.

Back then, everything was done "manually." Reporters and columnists pounded typewriters to write their stories while editors and proofreaders used red pens to mark corrections on typewritten copies.

E-mails and modems were nonexistent and fax machines were still a novelty. Writers reported back to the office in the afternoons to submit their stories or otherwise dictated them over the phone.

In the case of Alejandrino and Fugaban, they always kept their stripping knives handy. As paste-up and stripping artists, they were required to cut strips of printed articles with the accompanying black and white photos and paste them up (much like fitting puzzles together) on a layout sheet.

Once completed, negative (film) copies of these sheets were taken, cleaned and delivered to the printing press for publication.

No complaints

This setup/workflow may sound cumbersome and time-consuming today, but back then, nobody complained.

In fact, when my team introduced desktop layout in 1994, there was a lot of resistance among the editorial and production staff.

There is resistance to change when there is fear of the unknown. To a number of editorial and production people, most of IT was unknown.

As IT manager at the time, I prepared presentations and training modules for editorial and production people with the mindset of putting myself in their shoes.

While the results were not immediate, the meetings and training modules helped the staff feel more comfortable with the new technology. In the following months, frustrations decreased while new skills, such as desktop editing and layout, increased.

Embracing the new

From this experience, I learned that a person could attend all the training classes he or she wanted, but what was important was getting used to the new system. Once a person figured out what a particular program or software did, it became easier.

I had a number of discussions with the late Ed Abad, who was then head of software training and packages. We both agreed that for the INQUIRER to reach its goal of becoming the most competitive and dynamic newspaper in the country, the workplace must be geared for constant change and innovation.

Abad and I believed that we needed to understand the changes at the workplace and we must be willing to embrace new ways of working.

INFOTECH DEPARTMENT: GEARED FOR CONSTANT CHANGE AND INNOVATION (Clockwise, from left) Jimmy Lorenzo, Louie Bacani, Shimlett Bay, Noli Navarro, Thelma Yeban, Janet Nieto, Ma. Aileen Corales, Gary Libby, Rhandy Cordez, Josie Buño, Cecille Evangelista, Monette de Leon, Ramil Escopete, Gilbert Rago, Glenn Remot, Delson Tangcora, Karl Sumbeling, Myk Salonga

Technological leaps

Indeed, the years from 1997 to 2001 was a period of technological leaps for the INQUIRER.

Film developing process used in preparing the pages gave way to the more automated imagesetting. The photomechanical transfer (PMT) technology—which produces only black and white—in processing pictures was replaced by flatbed scanning that could process colored images.

▶ 60

TRES ROMAN

INQUIRER LIBRE: (CALCULATED) RISK THAT PAID OFF. Ritchie Sabado, Cathy Yamsuan, Romel Lalata, Libre editor in chief Chito dela Vega, Armin Adina, Dennis Eroa

FIRST FREEBIE ON THE GO

Libre: Tab-sized with broadsheet feel

By Chito de la Vega
Editor in Chief, Inquirer Libre

UP UNTIL ONE MONDAY MORNING IN November 2001, the daily travails of hundreds of thousands of LRT and MRT commuters ran like this: Rush up two flights of stairs, fly past the turnstiles, jostle for a position behind a yellow line, elbow your way inside the train doors, then stare at nothing all the way to where you'll get off.

The arrival of INQUIRER Libre four years ago led to changes in that daily routine.

Now most of the commuters in the morning rush stop long enough to get their copies of Libre from the news racks

With Libre and free time on their hands, hundreds of thousands of commuters are now reading. A common sight every morning inside the MRT and LRT coaches are rows of riders with heads buried inside their copies of Libre.

INQUIRER Libre is the largest circulated free newspaper produced by the country's leading newspaper. It is the only newspaper in Metro Manila today which undergoes periodic circulation audit. Based on circulation reviews conducted by Sycip Gorres Velayo & Co. for the period July 1-20, 2005, Libre distributes a total of 110,000 copies daily, Monday to Friday. That's a print run significantly larger than some of the broadsheets of national circulation.

Copies of Libre are available fresh from the press at 6 a.m. at all stations of the MRT and LRT Lines 1 and 2, Naia Terminal 1 Greeters' area, SuperFerry Eva Macapagal Port and selected stores of McDonald's.

Libre's first editor in chief Abelardo Ulanday stated the newspaper's reasons for being in its maiden issue on Nov. 19, 2001. "First, we want to reach out to more readers. Second, we want to help cultivate the reading habit among the young and old alike."

Newspaper readership has been dropping for the past five years. The INQUIRER remained as the country's most widely read newspaper, but as Philippine Daily Inquirer president Alexandra Prieto-Romualdez puts it, "the pie is shrinking."

The industry had to do something or else it would be heading to a future where hardly anybody read newspapers.

Part of the answer was a free newspaper, in tabloid format. But unlike the tabloids that many of us are familiar with, the INQUIRER decided to publish a retooled version.

As Teddyvic S. Melendres, another former Libre editor in chief put it: "(Libre) has veered away from the smut and the violence that are the main fare of most tabloids in Metro Manila. Sex and crime are not ignored, but these are not the top draws of the newspaper. Instead, Libre focuses on informative stories that show a lot of concern for the readers' needs and time."

The concept of a free commuter paper was developed in Sweden in 1992. According to the website Free Daily Newspapers (the reinvention of the newspaper) "it took three years to convince investors and the Stockholm public transport system to support the new paper. After the introduction, Metro launched free papers in the Czech Republic (1996); Hungary (1998); Holland and Finland (1999); Chile, USA, Italy, Canada, Poland, Greece, Argentina, Switzerland and the UK (2000); Spain and Denmark (2001); France, Hong Kong and Korea (2002); and Portugal (2004). According to the Metro website, 57 daily Metro editions are published in 81 major cities in 18 countries in 17 languages (August, 2005)."

The same website said: "However, not every Metro launch was a success; operations in Switzerland, Argentina and the UK were ended after some time while an afternoon free paper (almost every free newspaper is a morning paper) in Stockholm was closed within a few months. Metro International is now based in Luxembourg while its headquarters are in London."

In the Philippines, the concept of a free

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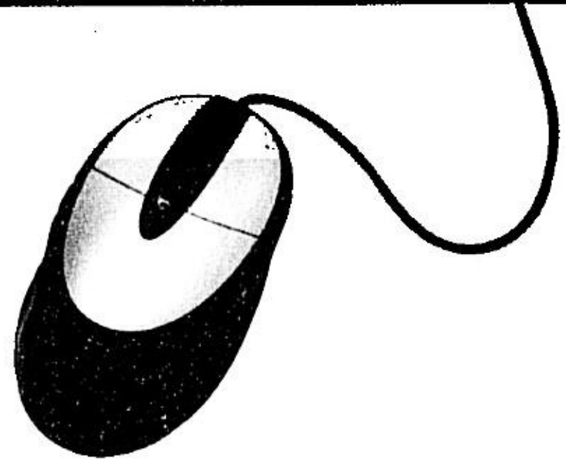
MALANG



FIRST FREEBIE

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daily newspaper was too radical. Because it was to be given away for free, Libre was supposed to survive on advertising revenues alone. No newspaper produced five days a week has done that in the Philippines. INQUIRER took the risk. The possibility of over half million train riders patronizing a free newspaper was just too much.

"We knew it was risky [financially] but we felt we needed to provide something that would help encourage commuters to read," said Romualdez. Basically, train riders are people who either cannot afford to buy a newspaper every day or do not have the time to read a broadsheet because they are on the move.

"There exists a market for commuters who need more informative stories but this market does not have a newspaper it can call its own," Romualdez said.

Broadsheet content

Advertisers, Libre's lifeblood, immediately took note of the ambitious upstart. "Libre, although tabloid in format is considered more of a broadsheet when it comes to content," said Venus Navalta, managing director of one of the country's biggest ad agencies.

Navalta said Libre "effected a paradigm shift because it does not have the negative image associated with (other) tabloids. In the past, despite the higher readership of tabloids compared to broadsheets, advertisers (shied) away from using (them) as a media vehicle because of the editorial environment."

She was apparently referring to the tabloids' daily fare of barely dressed actresses on the front pages, screaming headlines and sensationalized crime stories.

Navalta said companies that wished to place ads preferred "to project a positive image and would not want to be associated with sensationalism and sleaze."

Only 4 years old, Libre has consistently been the topnotcher in advertising among tabloids.

Based on a survey by a respected multinational media consultant, Libre had a 23.5-percent advertising market share among tabloids as of October 2005, making it the market leader.

Trailing it was a 27-year-old tabloid.

Despite rising production costs, Romualdez said publishing Libre was a public commitment the INQUIRER would keep.

"We hope to keep it free forever," she said.

LEAP INTO THE UNKNOWN

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At the start of the new millennium, the newspaper's IT systems infrastructures were all upgraded to the Windows operating system as well as Windows-based software. Later, the computer network was fitted with a fiber optic backbone.

Everything was working well and few would have expected more changes within the office, especially since the INQUIRER had already established itself as an industry leader.

Terrible Tera

But as the company grew to carry more titles including Libre, Golf Magazine, Just Shop, Hoops and affiliated publications Cebu Daily News, Tumbok and Bandera, the need for a more systematic approach in handling stories and photos became evident.

Tera GN3 integrated editorial system, or simply called Tera, seemed to be the logical option.

Implementing Tera, however, was not easy. The experience reminded me of 1994—when we first introduced desktop publishing—as our group had to conduct numerous consultations as well as re-training of the entire editorial and production staff.

Indeed, Tera's many advantages became apparent only after the staff got used to it: Press releases, wire stories, wire and in-house photos as well as short messaging service, multimedia messaging service and stories sent through e-mail became more accessible. INQUIRER stories and photos shared by the INQUIRER News Service to affiliate publications and other international organizations (Asian Newspaper Network, Financial Times and Newspaper Direct) were easily tracked and monitored.

Exceed expectations

Like the editorial and production departments, the advertising division also had to embrace change.

With the growing number of advertisers and pages to manage, our group decided to acquire the Pongrass advertising system to effectively handle bookings and schedules, dummy page layout and billings, which were later integrated into accounting, credit and collection, and audit.

In the past 11 years since I joined the company), I've been helping people of the INQUIRER deal with—and even capitalize on—the process of transition.

Whether we like it or not, organizations like the INQUIRER must change to keep up with shifts in strategy, or in this case, new technology.

Having already established all this (while at the same time averting serious disarray within the workforce and workflow), who knows where INQUIRER is headed next.

Wherever it may be, I believe the INQUIRER will exceed expectations and adapt to changes and transitions.

DIGITAL PREPRESS UNIT: PREPPING THE PAPER FOR PRINTING. (Seated) Genie Lagman, Ely Fugaban, Zaldy Alejandrino, Jerry Ruiz. (Standing) Cio Francisco, DPU Head Adelle Idjao-Geraldo, Boy Anicete, Gary Libby, Rolly Delluta

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40,000 employees

78 customer interaction centers

150 distinct languages

17 different countries

5 continents

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Here's the latest

By Stella O. Gonzales
Editor, Inquirer News Service

INQUIRER NEWS SERVICE: NEWS IN A FLASH. Pamela Samia, Deo Roberto, Robelyn Reyes, INS Head Stella Gonzales

HOURS BEFORE FORMER President Corazon Aquino asked President Macapagal-Arroyo to step down on the afternoon of July 8, 2005, the INQUIRER News Service (INS) already had a story on it posted on the INQ7.net website.

When movie actor and opposition presidential candidate Fernando Poe Jr. was hospitalized on Dec. 12, 2004, the INS provided the complete information to the INQ7 website, including the fact that he had a stroke and was comatose. We beat the competition—newspapers, radio and television, wire agencies and the Internet—to these details.

When an explosion ripped through a ferry at the wharf in Lamitan, Basilan, last Aug. 28, the INS was first to bring the breaking story to the public's attention.

The INS started its breaking news service for INQ7.net (a separate company from the Philippine Daily Inquirer and a joint venture of PDI and GMA 7 network) during the May 2004 elections. It does not have its own reportorial staff and instead depends on INQUIRER reporters and correspondents, and at times even editors, for its breaking stories.

In the case of the Aquino story, INQUIRER senior reporter Juliet L. Javellana bumped into Rep. Benigno "Noynoy" Aquino III, who told her that his mother was going to announce in a few hours her call for the President's resignation. Juliet immediately alerted the INS editor about the story.

In the Poe story, reporters Christine Avendaño and Carlito Pablo were able to get information from their sources before the political opposition held a press conference where it announced Poe's condition.

In the ferry explosion story, a PDI Mindanao Bureau correspondent was attending to some business in Lamitan when he learned of the incident. Rushing to the wharf, his first instinct was to break the story through the INS.

These and other outstanding breaking stories are what set INQUIRER reporters and correspondents apart from their colleagues in print journalism. Although they have been used to turning in their articles close to the early evening deadline, they are willing to face new challenges in journalism, including keeping the public abreast of what is happening around them at the soonest time possible.

Through the INS' breaking stories, our reporters and correspondents seek to fill in the public's need to get the latest news.

News provider for affiliates

The INS has other tasks apart from generating breaking news. It provides content to INQ7 and to INQUIRER affiliate publications Cebu Daily News, Bandera and Tumbok.

Stories from the INQUIRER's four bureaus and Metro Manila-based reporters (news, business, sports, and at times entertainment) are edited by INS editors and sent to the three publications every day.

INS editors also select photos submitted to the INQUIRER news desk for sharing with the affiliates.

These stories and photos do not carry individual bylines and credits; instead, they are tagged "Inquirer News Service" or "INS."

Regional news

INS also provides stories and photos to members of the Asia News Network (ANN), a network established in 1999 among national daily newspapers published in Asia to provide avenues for cooperation and to optimize coverage of major news events in the region.

INQUIRER stories and photos at times appear in The Daily Star in Bangladesh, China Daily in Beijing and Hong Kong, The Statesman in India, The Jakarta Post in Indonesia, The Daily Yomiuri and Yomiuri Shimbun in Japan, Sin Chew Daily and The Star in Malaysia, The Straits Times in Singapore, The Korea Herald in South Korea, The Island in Sri Lanka, The Nation in Thailand and Viet Nam News in Vietnam.

The INQUIRER, as a member of ANN, also runs articles and photos from other ANN newspapers.

The INS also sends the front page image of the INQUIRER to the Newseum, an interactive museum of news based in the United States. Headlines from more than 400 newspapers from 45 countries are uploaded daily to the site Newseum website.

PDI's gatekeeper

The INS acts as the gatekeeper of the INQUIRER's content: stories, columns, photos and infographics. To protect the INQUIRER's copyright over these materials, those who wish to reprint, reproduce or reuse INQUIRER material for whatever purpose are required to seek permission from the INS.

Several local magazines have been regularly buying photos from the INS. Some authors have used INQUIRER materials in their school textbooks. There have been occasions when INQUIRER photos were used for public information campaigns. The Philippine Army used an INQUIRER photo for its 2005 calendar, which it distributed nationwide. And some individuals whose photos appeared in the INQUIRER and wanted personal souvenirs have purchased photos from the INS.

It has been quite a journey for the INS since it was created in 2000 when it's main function was only to screen INQUIRER articles and photos for uploading into the INQ7 website.

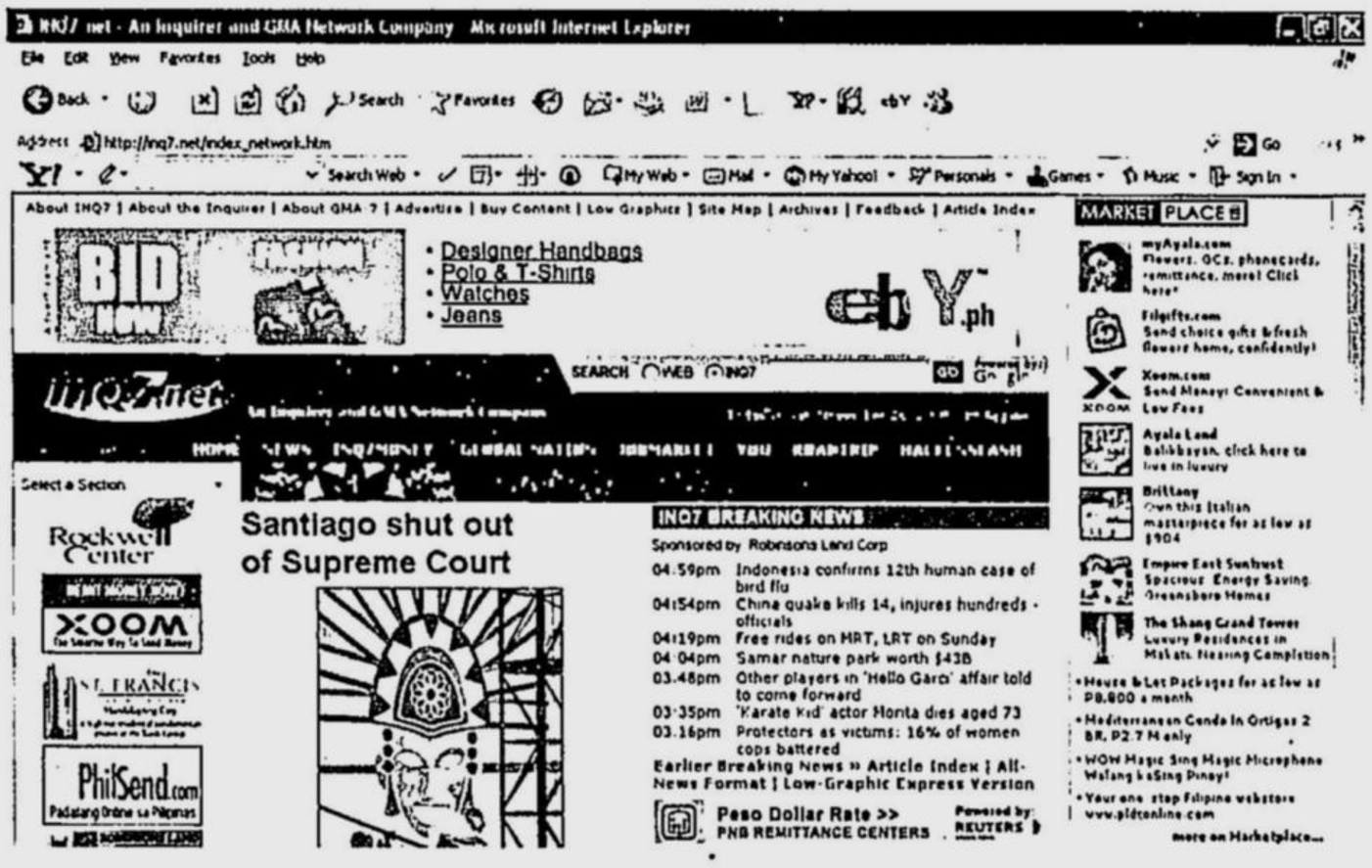
Today, the INS is preparing for a big project that would further extend the INQUIRER brand in another medium. The INS will enable people to access INQUIRER news wherever they are and whenever they want it. It is something worth watching out for.

For inquiries on INS services, e-mail ins@inquirer.com.ph.

WILFREDO OFFEMARIA JR.

Website + TV = inq7.net

By JV Rufino
Editor in chief, INQ7.net



IN THE YEAR 2000, THE PHILIPPINE DAILY Inquirer faced an interesting problem.

The paper's website, inquirer.net, was the leading news site in the Philippines, a good position to be in as the dotcom boom got into full swing.

But where to go from there? Clearly, there were limits to how far an operation that worked out of a small corner of the INQUIRER's library, with fewer than six full-time staff, could go. Moreover, as an organization, the newspaper was built around "the one big push"—a flood of stories coming in at 4 p.m. that would come out in the paper the next day. Not a setup conducive to breaking news on a 24-hour cycle.

New mentality, new venture

It was at this point that the idea of linking the website with a television broadcast network was broached. Broadcast networks, unlike newspapers, are used to working around the clock. A tie-up would mean an injection of this "broadcast" mentality into the new venture.

Soon enough, inquirer.net was spun off and formed into a joint venture with GMA Network (known as Channel 7), resulting in INQ7.net.

The early days of INQ7.net were classic dotcom start-up. With no room either at the INQUIRER and GMA Network headquarters, INQ7.net set up operations at the Rufino building—in only a few days' time. The first group of editors and programmers had to sweat it out during the first weeks or so until a separate air-conditioning system for the newsroom and server room was installed (the building's central air-conditioning system shut down on the dot at 5 p.m).

Coffee machine

It was telling that the most valued machine in the office was the first equipment donated—a coffee brewing machine from then-CEO Dennis Valdes.

Virtual sweatshop conditions notwithstanding, the joint venture soon bore fruit with the first audio streaming of dzBB radio and the site's first breaking news story. Both events seem almost quaint now but they were a big deal then as the site took on the job of covering the last days of Joseph Estrada's presidency even before INQ7.net was fully incorporated.

Since then, the site has gone much further into integrating breaking news content and GMA 7 multimedia content.

From the single dzBB audio stream, the site now offers a range of GMA 7 news and public affairs shows: the morning newscast "Unang Hirit," the regular "Flash Report" broadcasts during the day, the primetime evening newscast "24 Oras," and the late evening newscast "Saksi." GMA 7 video now ranks right along with INQUIRER headlines as among the top sections of the site.

They never left home

Add to that the entertainment talk shows "Star Talk" and "S-Files" and many of INQ7.net's overseas readers say that it's almost as if they never left home. Radio dzBB anchors regularly read e-mail from overseas Filipinos on air and have even fielded long-distance calls from Filipino expatriates who now feel as entitled to give their opinion on burning issues of the day as their locally-based relatives.

Breaking news has also grown. These days, INQ7.net's team of online editors and reporters post 50 to 60 breaking news stories each day, with the numbers reaching 70 to 80 stories on heavy news days. Many of the stories combine INQUIRER provincial bureau reports with information from INQ7.net reporters and reports from GMA 7's television and radio broadcasts. *(See related story on Page 62.)*

For news junkies, the breaking news story arcs offer a glimpse of how a story develops in real-time. Take the case of the alleged rape of a Filipino woman in Subic by six US Marines. A two-paragraph story was posted at 4 p.m. An SMS alert was sent. Subsequent updates then expanded on the story, adding details and background. The updates were capped by the INQUIRER story posted shortly after midnight along with GMA 7 video. Also available to INQ7.net readers was a link to the text of the Visiting Forces Agreement on the Department Foreign Affairs website on INQ7.net's Verbatim section.

For really crucial events, the site makes use of its running accounts, a minute-by-minute recounting of crucial events that marries text with the real-time reporting of television and radio.

Running accounts were used to cover the trial of Joseph Estrada, the Edsa People Power II uprising, the Edsa Tres riots, the 2003 Oakwood mutiny, and the 2004 elections.

News alerts

Extending our reach beyond the computer desktop is our most recent feature—SMS breaking news alerts. The service now has nearly 60,000 subscribers who get summarized versions of the breaking news on their mobile phones—often, even before the full story is posted on the website.

All this content has steadily driven the site's pageviews up. The site now delivers 1 to 1.3 million pageviews to 900,000 readers each weekday. Many of these are readers and viewers that the INQUIRER and GMA 7 could not reach otherwise—Filipinos working in offices overseas and those working the night-time shift in the country's booming call center industry.

As online media continues to evolve, INQ7.net is there to ensure that the combined journalism efforts of the INQUIRER and GMA 7 continue to have an impact.

Congratulations to PHILIPPINE DAILY INQUIRER
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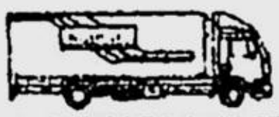

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ADVERTISING ACCOUNT EXECUTIVES: BRING HOME THE BACON. (1st row) Isel Medina, Lita Pascual, Ning Lalicon, Jenny Rockwell. (2nd row) Aggie Pinili, Andrea Jongo, Grace Penales, Larry Mariano, Kenny Nuyda, Apol Fontanilla, VP for Advertising Pepito Olarte, Richard Cuaresma, Mylene de Jesus, Pete Santiago, Beth Andres, Carol Padayao, Anna Cruz, Elena delos Reyes, Marela Lucero

ADVERTISING DISPLAY GOES THE EXTRA MILE

Being different makes the difference

By Pepito R. Olarte
Vice President for Advertising

MAKING IT TO THE NO. 1 POSITION IN advertising display is no mean feat for a 20-year-old newspaper publication such as the Philippine Daily Inquirer. And achieving this amid uncertain—even turbulent—political and economic times is testament to the faith our loyal advertisers and readers have in the paper.

But what has the PDI advertising group done—and continues to do—to keep the INQUIRER No. 1 in the business?

First of all, it dares to be different. Knowing that creativity goes a long way in attracting clients, the PDI advertising group goes the extra mile by offering new and innovative ways of presenting product and service placements.

There are many ways of "going the extra mile."

With the company's upgraded printing facilities, the newspaper was streamlined and resized in January 2002. This enabled us to keep in step with creative processes that fold, wrap or float a page to meet the requirements of an ad, or simply to enhance it.

Many advertising clients have utilized such processes. The telecommunications companies used our Special Panoramic Section which provided an extra wide-angle presentation in six pages with three folds or eight pages with four folds. A popular hamburger chain chose to have a centerspread ad which extended beyond the normal size of the newspaper.

The current thrust in advertising focuses on the ability to cope with "the changes in the advertising landscape." Advertisers have become bolder and more imaginative in their promotions. The newspaper, as a venue for their presentations, must not only keep pace. It should take the lead in offering the latest and most effective implementation of their print ad campaigns.

Fostering close relationships with clients is taken to heart in the INQUIRER. There is nothing like the personal touch in any business transaction. And when there are three parties involved—the client, the advertising agency and the medium—there should be sincerity and trust.

The INQUIRER upholds the principle of dealing fairly with clients representing competitive products. It would be quite easy to "play" one client against the other for the newspaper's sole gain, but the newspaper avoid such temptations, thus, gaining the goodwill of every client. We put a premium on a relationship of trust.

Being the industry leader, the INQUIRER plays a major role in the advertising industry. Its president and CEO, Sandy Prieto-Romualdez, is the publicity committee chair of the just concluded 19th Philippine Advertising Congress.

This writer is a director of the Advertising Board of the Philippines and vice president of the United Print Media Group.

The appointment of the INQUIRER as the country's Cannes Lions representative further bolstered its status as second to none.

The INQUIRER advertising group is composed of a creative staff passionate with their work. We have somehow transformed the "conventional advertising practice" as just another option for our clients.

Like the balanced news that the INQUIRER provides millions of readers every day, its advertising group delivers fearless results. ●

SOLER

CIRCULATING EVERYONE, EVERYWHERE

Newsdealers are consultants, newsboys, friends

By Rene R. Reinoso
Senior Vice President for Sales and Marketing

CIRCULATION: IT'S A NUMBERS GAME. (1st row) Nelson de Gracia, Boying Ilagan, Joel Gerance. (2nd row) Boy Romanillos, Agapito Corre, Eugene Rivera, AVP for Circulation Gloria Lardizabal, Ma. Lourdes dela Cruz, Josie Jacinto, Invicratus Valencia, Ian Carlojano

MOST MORNINGS, SOME 2.5 MILLION people drink their first cup of coffee while reading the INQUIRER.

The newspaper with the largest circulation is a product of a long and fruitful relationship with its readers, newsdealers, advertisers and stakeholders. In the future, it hopes to put a copy of the INQUIRER in every Filipino home.

Our newsdealers are our business "consultants." They are knowledgeable about the newspaper business. There are 45 newspaper titles in the Philippines, an estimated 5,000 newsboys and 10,000 different newspaper outlets. Our product of hard work must go through this supply chain until it reaches our readers. We are continuously building a relationship with our newsdealers. They are our partners in whatever strategies we have in circulating our newspaper. They make sure the INQUIRER is distributed to its readers.

The rapport established by the INQUIRER with its readers is a product of several initiatives. Here are some of the INQUIRER initiatives for dealers:

Newsdealers Day

Newsdealers all over the country gather and meet to explore business growth opportunities, learn latest industry trends and practices and enjoy fun-filled activities on this much-awaited event.

Retirement Fund

The welfare of newsdealers is the newspaper's primordial concern. The INQUIRER has pledged to contribute a daily amount of copies sold to a newsdealers' retirement fund.

Project 20

A promotional incentive for newsdealers to help find new markets, as well as new ways to reduce the number of unsold copies and increase sales. As the program connotes, Project 20 earmarks a 20-percent increase in net sales once the program is rolled out.

Refilling Stations

Key newsdealers in strategic locations are assigned as refilling stations. This addresses the problem of insufficient supply of newspapers during robust sales. The refilling stations provide a helping hand when newsdealers run out of papers to sell.

R.E.A.D. Campaign

Resourcefulness, Excellent Service, Adaptability and Dedication to the business spell R.E.A.D. The INQUIRER provides newsdealers a development program to ensure a productive, efficient and service-oriented distribution process. Topics such as sales forecasting, business and financial planning, budgeting and pricing strategies are buzzwords for the new professional newsdealers.

Service Provider Program

The first in the industry, this is a joint project of the INQUIRER and newsdealers. The INQUIRER handles the acquisition of potential subscribers and database maintenance while the fulfillment side of subscription becomes the newsdealers' responsibility. Newsdealers are given the opportunity to augment their daily earnings.

The newspaper's relationship with newsdealers will continuously be nurtured through programs that explore endless possibilities for growth and opportunities.

Your Friendly Newsboy!

The INQUIRER newsboys are part of the supply chain. The INQUIRER develops exciting programs to ensure they grow with the organization.

Newsboy Promotion

This is a sales contest for the newsboys. Dubbed as "Newsboy Koolboy," newsboys are rewarded for their selling efforts through merchandise items such as T-shirts, jackets and caps. The "Newsboy Koolboy" contest was given an honorable mention in the 2002 ACME Awards under the aegis of the Newspaper Association of America due to its creative execution and innovation in pushing circulation sales.

Newsboy Scholarship Foundation

Established in 1993, the scholarship foundation aims to provide free education for newsboys in elementary, secondary and college levels. Newsdealers nominate candidates for scholarship. The INQUIRER has sponsored more than 300 newsboy scholars in elementary and secondary levels and 10 college newsboy scholars.

Christmas Treat

This annual event boasts of fun-filled

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WHAT'S IN A NAME

How to market a newspaper as media brand

By Donald L. Lim *

IN THIS FAST PACED ERA OF globalization and rapidly changing technology, product superiority is not what matters, but how you market it.

The Philippine Daily Inquirer is undeniably the country's most respected and influential newspaper, known for its hard-hitting news, countless exposés and fearless adherence to the truth. But despite having such a reputation, the INQUIRER has not been spared by the challenges brought about by the influx of newer and better technology.

Since 1997, when more media entered the picture and allowed news to become more accessible, newspaper readership gradually declined. The Internet, for instance, has been an aggressive carrier of news. People soon developed the habit of reading the news in their computers instead of going through their favorite stories page by page.

At the same time, newspapers began to lose its luster as television and radio stepped up and offered on-the-spot breaking news, making tomorrow's news in the papers somewhat obsolete. Mobile technology has also caught up, and with the country's 32 million mobile phone users, breaking news can now be received by almost everyone as it happens.

The challenge of newspapers is how to evolve from being a daily newsprint product to a media brand. This is what the INQUIRER has done.

The INQUIRER has now evolved from being a newspaper to becoming the most trusted media of choice when it comes to Philippine news. However, evolving to become a media brand involves significant investments in marketing. Being a brand means making the INQUIRER name relevant. This also entails listening to customers, engaging them wherever they may be, knowing them by name and face, and providing them with innovative products and excellent services.

Just this year, the INQUIRER launched various innovations and events that fortified its stronghold as the No. 1 newspaper in the country. The biggest marketing salvo involved the launch of a multi-media game called Inquest, in which readers played detectives on the hunt for a killer by piecing together a series of clues put out in the newspaper, Internet and television.

Readers became engaged in the game as they created online communities to discuss clues and their picks on who the killer is. This activity also created waves even in the international newspaper community, as it is one of the newest innovations produced by a newspaper organization that utilized most major media including print, the Web, mobile phone and television. In just three months, more than 20,000 players signed up to become "Inquestors."

The INQUIRER also saw the opportunity to increase readership and engage different readers by making its special publications come alive.

The Job Market published every Sunday is not only a regular classifieds job section, but also a career guide that provides relevant articles and advice from job interview tips to relating with colleagues at work. The Job Market also conducts many job fairs throughout the year to serve as a venue between our job seeker readers and companies.

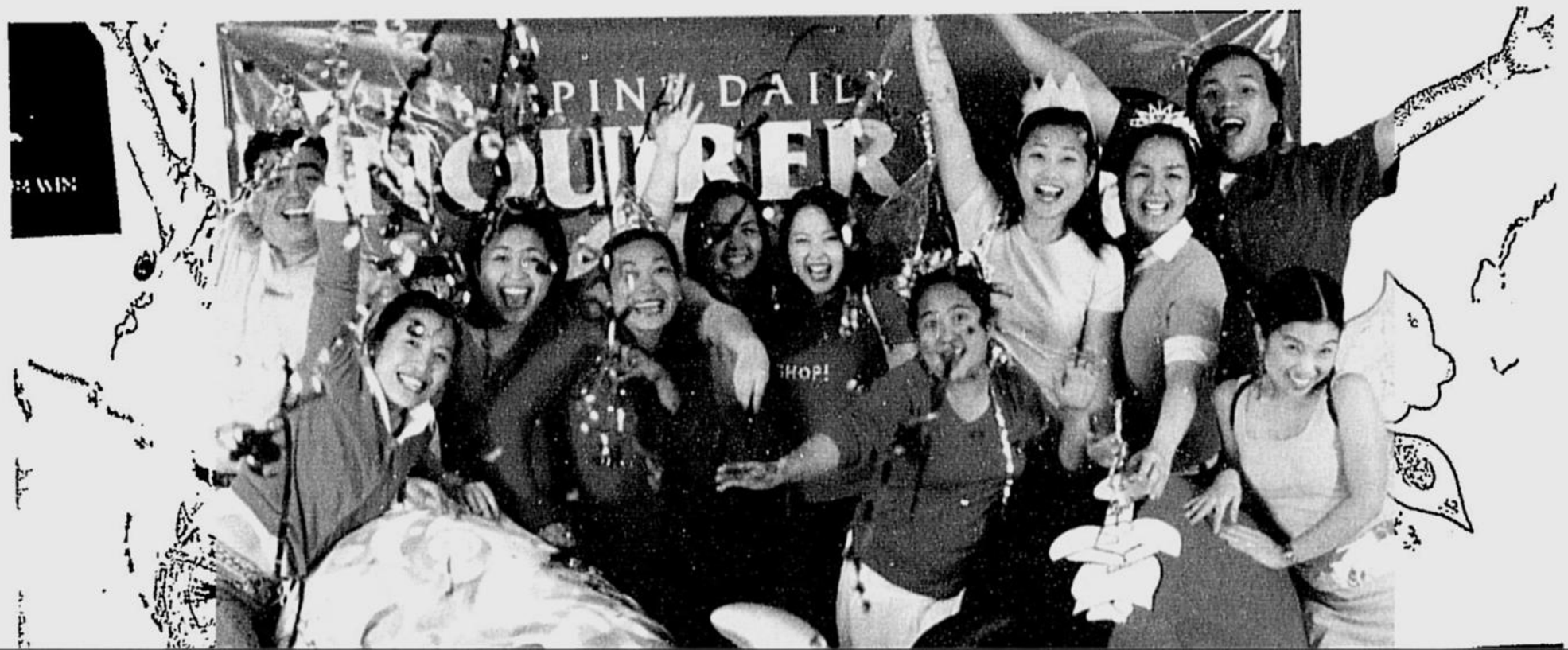
For young children, Junior INQUIRER is given free to more than 100 schools, providing extra reading materials for more than 50,000 students. Junior INQUIRER also boasts of hosting the JI Awards to provide recognition to up and coming writers and journalists, and a JI Club where readers of the Junior INQUIRER get together for bonding and friendship.

The INQUIRER Golf and INQUIRER Badminton are two special sport publications that are also given free, the former in golf shops and clubs, and the latter in almost all the badminton clubs in Metro Manila. These publications go beyond being free publications, as they come alive through various golf and badminton tournaments solely organized for its readers and supporters.

Finally, the INQUIRER has never failed to realize that we also play a big part in nation-building. This is achieved not by just bringing accurate and balanced news, but also through our various corporate efforts in advocating readership.

The INQUIRER has never gotten to be this involved with our readers and supporters until recently. We know that companies have to go beyond the transactional relationship with our stakeholders. The development of a brand involves taking time and resources to listen to our readers, creating events for them to interact with the brand, and giving back to the community. ●

(Donald Lim is the former PDI vice president for marketing. He is now president and CEO of Yehey.com.)*



MARKETING: "WANNA BUY A PAPER?" Chito San Mateo, Mascy Cabuhat, Ling Perez, Connie Kalagayan, Gidget Aranda, Hazell Gonzales, Agnes Javier, Hazel Soriaga, Cris Vida, Joseph Fua, Ching dela Cruz

CANA

PEOPLE ARE OUR BUSINESS: HR and Admin Manager Rolly Suarez, Neyla Espinosa, Cristy Soliman, Stella Panlilio, Shirman Tan, Lita Perez, Rose Viray, Rachel Cucio, Abby Brual

HUMAN RESOURCES CONCEPT

Person, Position, Performance

By Shirman Tan
Head, Human Resources Management Services

THE FIRST TIME I HEARD OF THE 3PS was five years ago.

I thought it was an acronym for yet another political or cause-oriented group I had not heard of. That's quite a reasonable assumption, what with so many of them sprouting like mushrooms in the rainy season.

The 3Ps also sounded a lot like the latest business buzzwords such as the 7 Habits or the 5S. How hard could it be to combine a number and a letter and pass it off as a breakthrough business concept? If I can do that, I could give Stephen Covey and his kind a run for their money.

Eventually, I found out it was the new compensation system which the INQUIRER was going to implement. I was intrigued with what the 3Ps meant.

The company introduced the 3Ps Compensation System in 2000. Like anything new that required a change from the traditional and familiar, it was met with suspicion and confusion.

In a nutshell, the 3Ps stand for Person, Position and Performance. Based on these three aspects, the employee is given a fair and scientific computation of his or her basic salary and annual performance bonus.

It's really not as complicated as it sounds especially when we started to do the actual application. The process involved in the "Person" and "Position" factors was simply to match the level of abilities of the employee with the level of abilities required by his or her position.

Every year, as part of the 3Ps process, I would evaluate my staff in terms of "competencies" such as teamwork, communication skills, resourcefulness, etc.

Objectivity is key to the process, so I take into account that recent performance is different from actual ability. A perfect analogy would be riding a bicycle. Knowing how to mount, ride, balance and weave through traffic a bicycle would be the competency; getting to the destination safely and on time, however, is the performance.

The "Performance" factor process is even easier to figure out. At the start of the year, I set out several objectives that I intend to accomplish. So does every other employee in the company. As a rule of thumb, the objectives should be Smart—an acronym for specific, measurable, attainable, relevant and time-bound.

At the end of the year, my supervisor rates me on whether I have accomplished each of my objectives. Based on my rating, I would get the corresponding monetary performance bonus.

As the company's head for recruitment and training, I realized that this new system actually made my job simpler, my objectives clearer, and my output more efficient. Having a list of specific level of abilities for each position—not just the usual educational experience or work experience requirements—helped us find the right person for our manpower vacancies.

On the training aspect, the system would apprise us of our employees' competencies that needed to be addressed so they would always be efficient in their jobs.

Needless to say, the 3Ps also made our salaries more competitive, since the system computed our compensation according to benchmark rates from various industries, including multinationals.

ROMEO FORBES

CIRCULATING...

▶ 67

activities, sports events and fellowship among newsboys. The highlight of the affair is the awarding of prizes to the winners and the distribution of gifts.

The INQUIRER, through its sister-company FEP Printing Corp., built its first regional printing satellite in Mactan, Cebu, in 1998. This is the newspaper's response to the growing demand of readers in the Visayas to make the INQUIRER available in as many areas as possible. Tagbilaran, Bacolod, Ormoc and Dumaguete enjoy the luxury of reading the INQUIRER at the earliest possible time. The INQUIRER has a commanding circulation share of over 60 percent among newsdealers. This printing innovation is a first in the broadsheet newspaper industry, giving at least six hours distribution lead-time over other broadsheets.

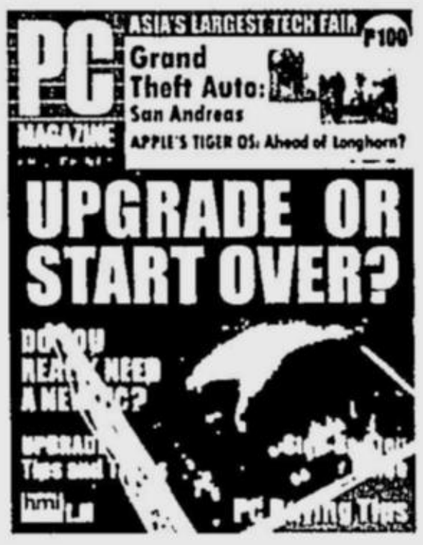
The second regional printing facility was constructed in Ma-a, Davao, in 2001. The facility gave the INQUIRER a four-hour edge over its rival newspapers in distribution lead-time in Mindanao. The first-to-market advantage boosted INQUIRER circulation market share to 70 percent in Mindanao.

The Circulation Team

The motto of the Circulation Team is "Everyone, Everywhere, INQUIRER." This has become its passion and challenge. The team seeks to find means and ways so that every Filipino home will have a copy of the INQUIRER.

The Circulation Team's well-oiled distribution system is backed by programs and strategies to reach new markets and readers. It is supported by its close relationship with newsdealers and newsboys.

The key to the newspaper's success in circulation can be summed up in two words—innovation and focus. ●



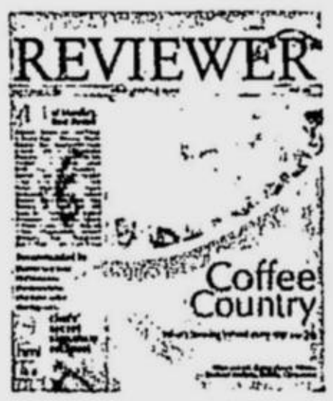
New titles break down old barriers, build niches

By Edna Belleza
AVP for Business Development, Inquirer Publications Inc.

THE QUEST TO MAKE THE Philippine Daily Inquirer the country's most influential media conglomerate has reached a new level with Inquirer Publications Inc. (IPI) and Hinge Inquirer Publications Inc. (HIP).

Through innovation and excellence in journalism, INQUIRER affiliate publications are breaking down traditional barriers and building new communities.

IPI has the distinction of introducing to readers the compact newspaper format—with dimensions smaller than a broadsheet but bigger than a tabloid. It has brought a global trend to the local market, providing readers with products rich in content, packaged in a handy size and sold at a low price.



CDN success

The bold relaunch of the Cebu Daily News (CDN) in the 11-inch by 15-inch format in September 2004 was an unqualified success, as seen in the substantial growth in its circulation. This innovation strengthened the CDN's foothold in the Visayas market, where it evolved from a local community paper to a regional daily. Last year, the Philippine Press Institute cited the CDN as the Best Edited (daily) Paper and Best in Photojournalism.

Taking the compact innovation a step further, Bandera was not only redesigned in terms of size in June this year, but also freed from the traditional tabloid fare of sex and violence. With the slogan "Pang-Pinoy, Pampamilya," the Taglish offering for the C and D market now has content for every member of the family like Negosyo, Kabataan and Baryo Pinoy.

In a parallel effort, IPI redirected another tabloid title toward addressing the needs of the gaming market. Tumbok, the fastest growing tabloid, beefed up its content with tips on gaming, horse racing and cockfighting, on top of national, sports and show biz news.

Apart from the three newspapers, IPI regularly introduces special publications such as newsletters and books. To date, its major titles are for exclusive residential communities, such as Forbes In Touch, AAVA (Ayala Alabang Village Association) News, and The EDGE (for Philtown properties).

HIP, the newest addition to the INQUIRER family, is a partnership with R828 Inc., creator of m|PH Magazine, Swing and The Reviewer, and holder of the local franchise of the prestigious international computer publication PC Magazine.

With HIP, the INQUIRER jumped feet first into the magazine industry. It will offer the best possible reading alternatives to the current crop of fashion, entertainment, men's and women's titles, with a special emphasis on markets existing publishers have not focused on or have not adequately addressed.

Passion in every page

"It's rare that we have such a combination of talent, resources and passion. That's why our battle cry is to put passion in every page," says Dave O. Valdes, HIP president.

"With the INQUIRER experience and resources combined with our people's skills and talents, and the Lord's help, we can go far. We're confident that we can bring this industry to the next level," says Poch Bermudez, HIP general manager.

Over the next five years, HIP seeks to become the most influential niche magazine publishing company in the country by pooling together the most passionate and respected creative and editorial people in their respective fields.

In the coming months, HIP expects to launch new titles that will expand and complement the INQUIRER's efforts to be the country's most influential media company. ●

ROEL OBEMIO

EXECUTIVE OFFICES: AHA! MOMENT—WE'RE NO. 1

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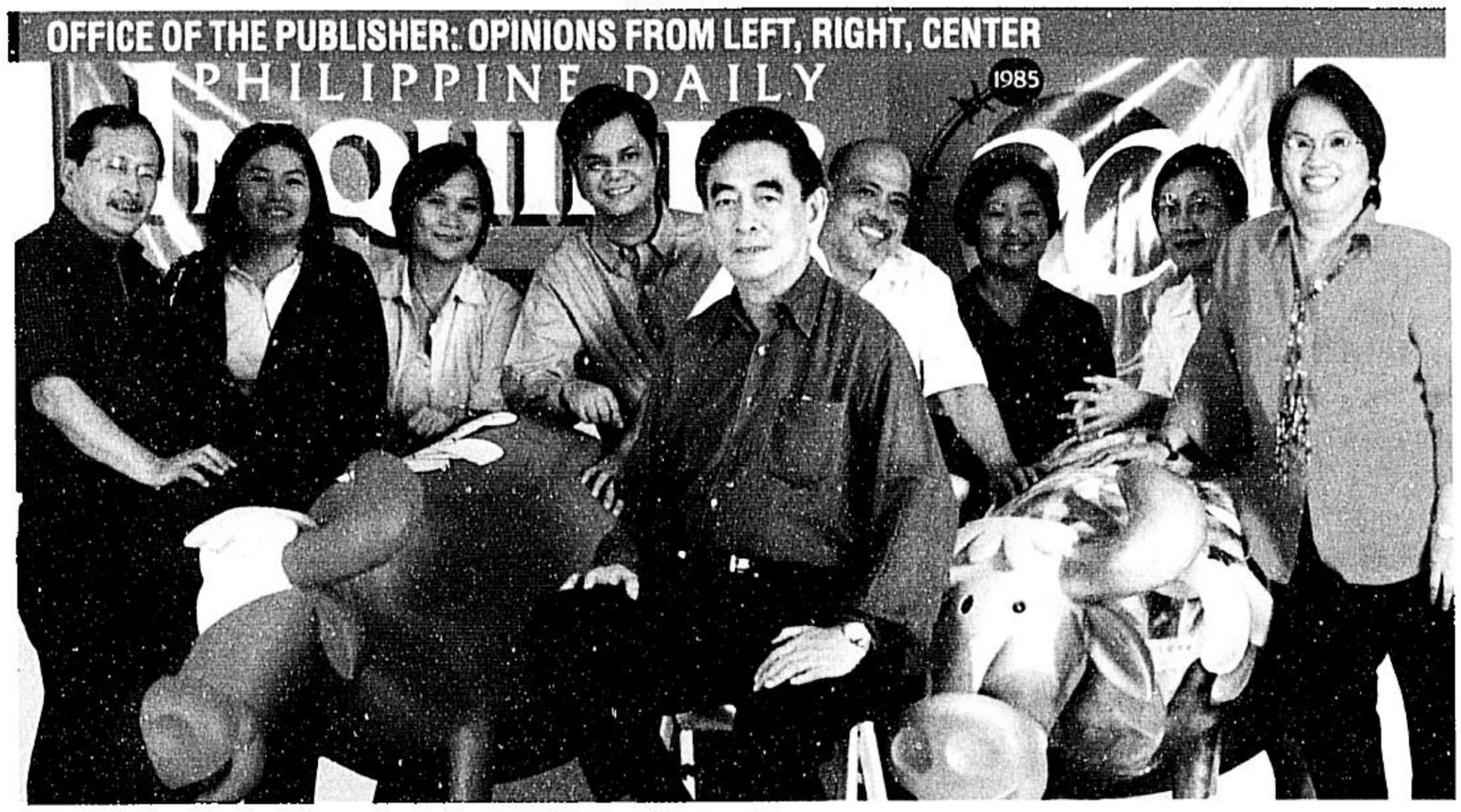

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Juan Sarmiento, Elvira Mata, Noel Velasco, Mike Suarez, Jun Engracia, Leah Makabenta, Chato Garcellano, Luverne Gueco, Boy del Mundo

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BING SIOCHI

NATIONAL BEAT REPORTERS: FRONTLINE TROOPS

(Clockwise, from left) Christine Avendaño, Luige del Puerto, Michael Ubac, Christian Esguerra, Philip Tubeza, Alcuin Papa, Nelson Flores, TJ Burgonio, Jerome Aning, Volt Contreras, Norman Bordadora, Blanche Rivera

METRO: WHERE CRIME (REPORTAGE) PAYS

Nancy Carvajal, DJ Yap, Metro Editor Ester Dipasupil, Jocelyn Uy, Edson Tandoc, Stephanie Asuncion, Tina Santos, Kate Pedroso, Tarra Quismundo

PHOTO: FACES BEHIND THE CAMERA

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National Editor Jun Bandayrel, Rolly Fernandez, Leti Boniol, Tony Bergonia, Floreño Solmirano

NORTHERN LUZON BUREAU: COOL GUYS UP IN COOL BAGUIO

Bureau chief Rolando Fernandez (left), Villamor Visaya, Yolanda Sotelo-Fuertes, Robert Abaño, Gobleth Moulic, Frank Cimatu, Desiree Caluza, Anselmo Roque, Cristina Arzadon, Ansbert Joaquin, Carmela Reyes, Tonette Orejas, Maurice Malanes, Leoncio Balbin Jr., Peter La Julian, Vincent Cabreza, Ben Moses Ebreo.

SOUTHERN LUZON BUREAU: WATER'S FINE AND SO ARE THEY

Bureau Chief Floreño Solmirano (2nd from left, standing), Leo Martin Ganace, Bobby Labalan, Gil Francis Arevalo, Madonna Virola, Jofelle Tesorio, Marlon Ramos, Job Belen, Jojo Los Baños, Niño Jesus Orbeta, Michael Jaucian, Juan Escandor Jr., Delfin Mallari Jr.

JACK SALUD

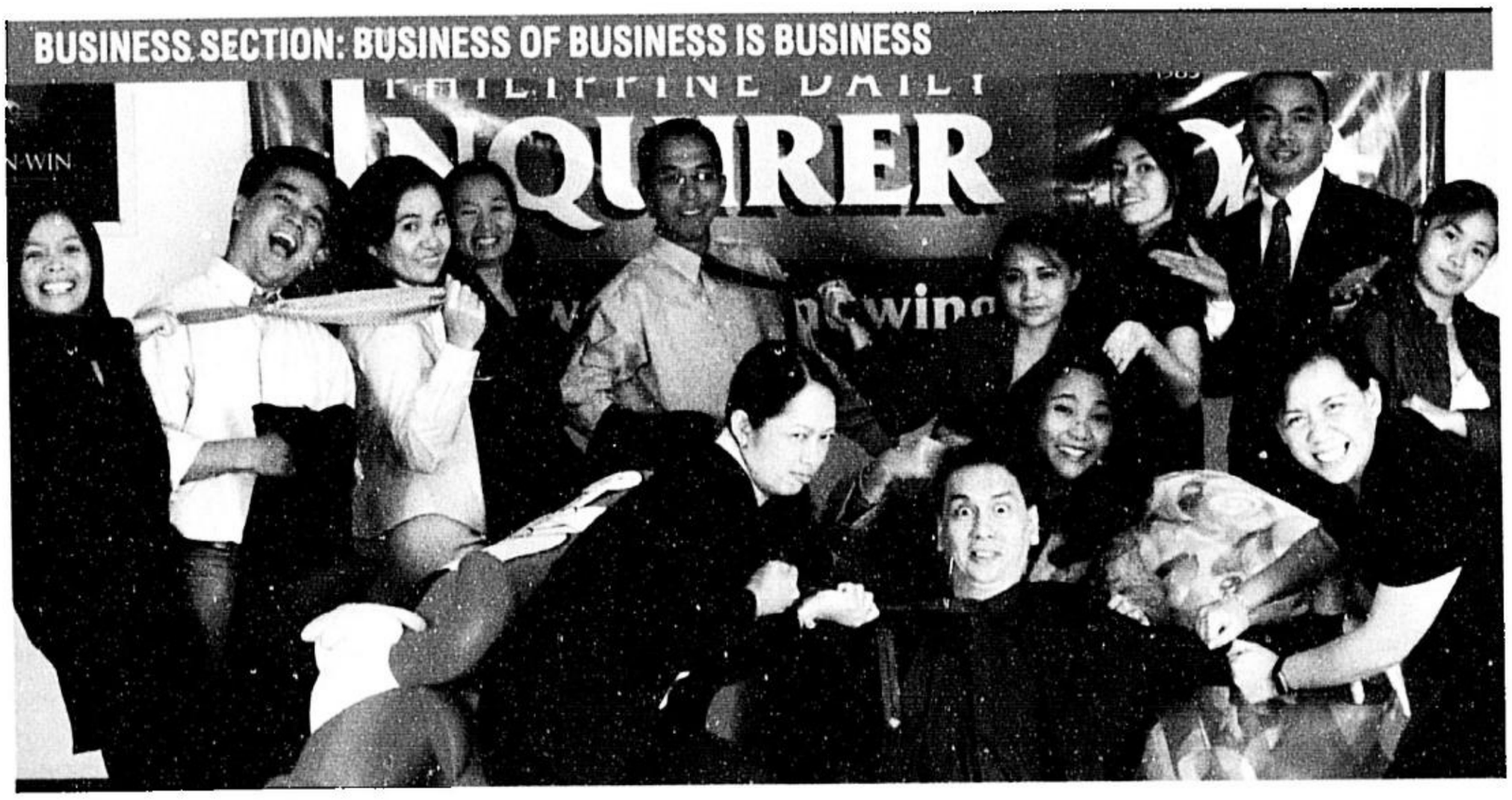
VISAYAS BUREAU: PALANGGAS, DI BALA?

(Sitting) Bureau chief Edra Benedicto, Carla Gomez, Jolene Bulambot, Hazel Villa, Connie Fernandez, Ma. Diosa Labiste. (Standing) Nestor Burgos Jr., Vicente Labro, Jani Arnaiz, Romy Amarado, Chito Fuentes, Felipe Celino, Arnold Almacen, Joey Gabieta, Cyrain Cabueñas.

MINDANAO BUREAU: THE GUYS WHO FIRST MADE PDI NO. 1

Bureau Chief Nico Alconaba (Right, sitting), Allan Nawal, Joselle Badilla, Ryan Lim, Dennis Jay Santos, Christine Godinez-Ortega, Julie Alipala, Ryan Rosauro, Ramon Jorge Sarabosing, Edwin Fernadnez, Jeffrey Tupas, Jeffrey Maningo, Charlie Señase, Grace Cantal-Albasin, Franklin Caliguid, Rolly San Juan, Aquiles Zonio

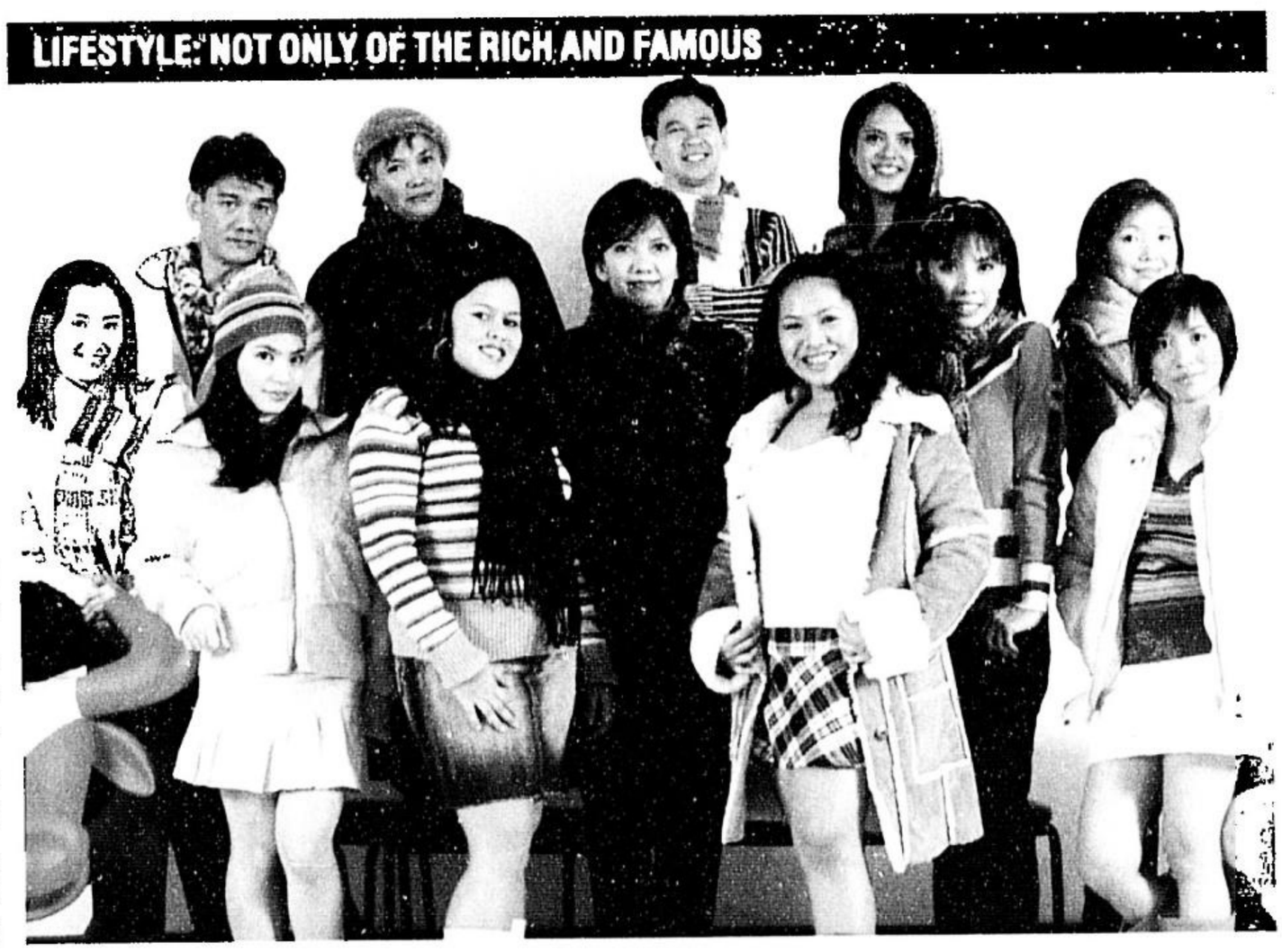
FERNANDO SENA



(1st row) Amy Remo, Eric Olona, Corrie Narisma, Tina Arceo-Dumlao. (2nd row) Clarissa Batino, Ronnel Domingo, Margie Espino, Doris Dumlao, Business Editor Raul Marcelo, Christine Gaylican, Mitch Remo, Dax Lucas, Beth Sanchez

Kat Reyes, Bayani San Diego, Entertainment Editor Emmie Velarde, Marinel Cruz, Dolly Ann Carvajal

Francis Ochoa, Marc Reyes, Roy Luarca, Musong Castillo, Jasmine Payo, Sports Editor Teddyvic Melendres, Ernie Gonzales, June Navarro



(1st row) Allison Lopez, Natasha Verayo, Pam Pastor, Lifestyle Editor Chelo Banal-Formoso, Irene Perez, Fran Katigbak, Vangie Baga-Reyes, Cheche Moral. (2nd row) Constantino Tejero, Linda Bolido, Gibbs Cadiz, Ruth Navarra

ROMEO FORBES

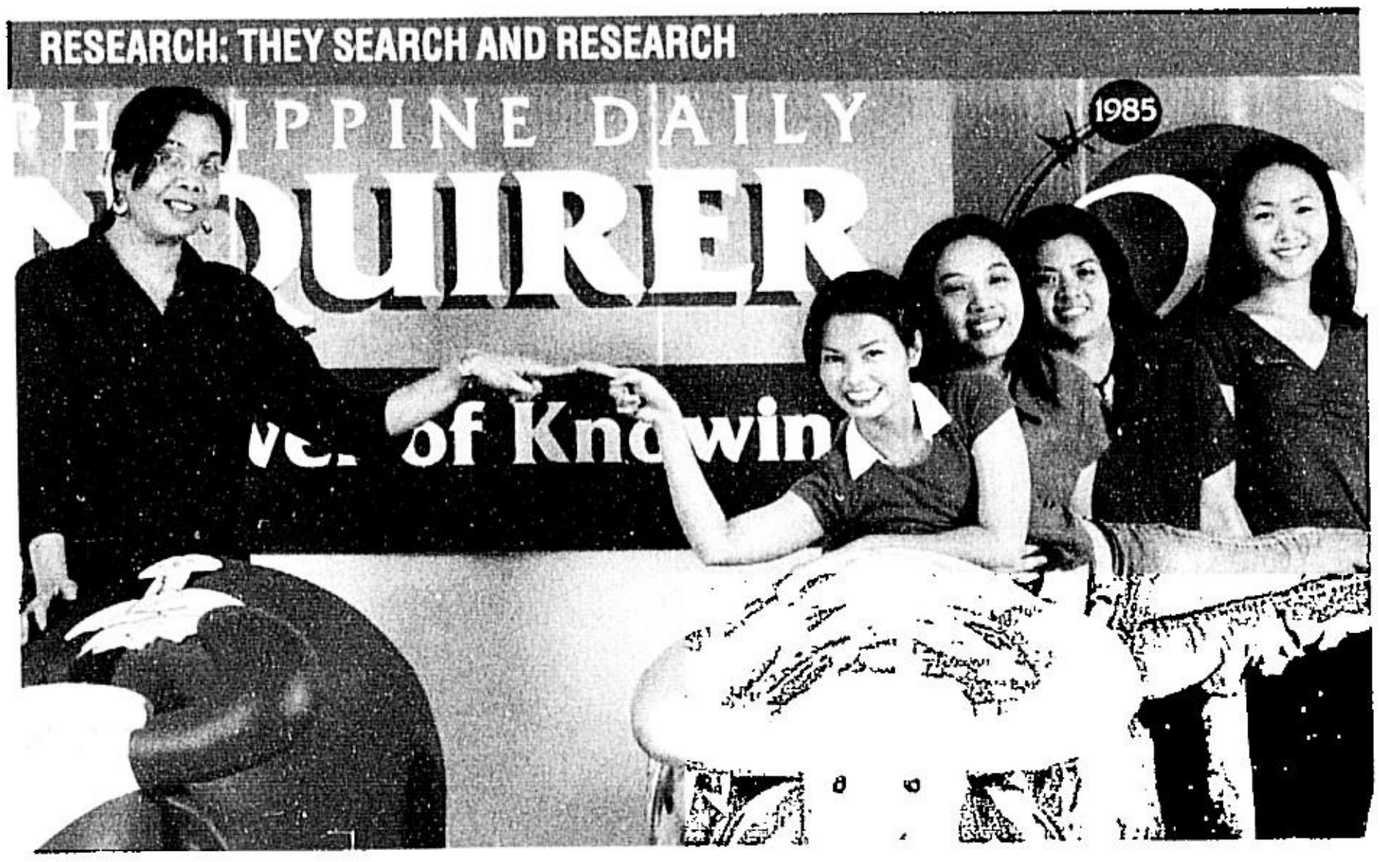
Nestor Torre, Rito Asilo, Me-Ann Duque, Sharon Robas

(1st row) Editor Cesar Mangawang, Charles Buban. (2nd row) Dianne Villafuerte, Tessa Salazar, Tess Samaniego, Lui Villarico

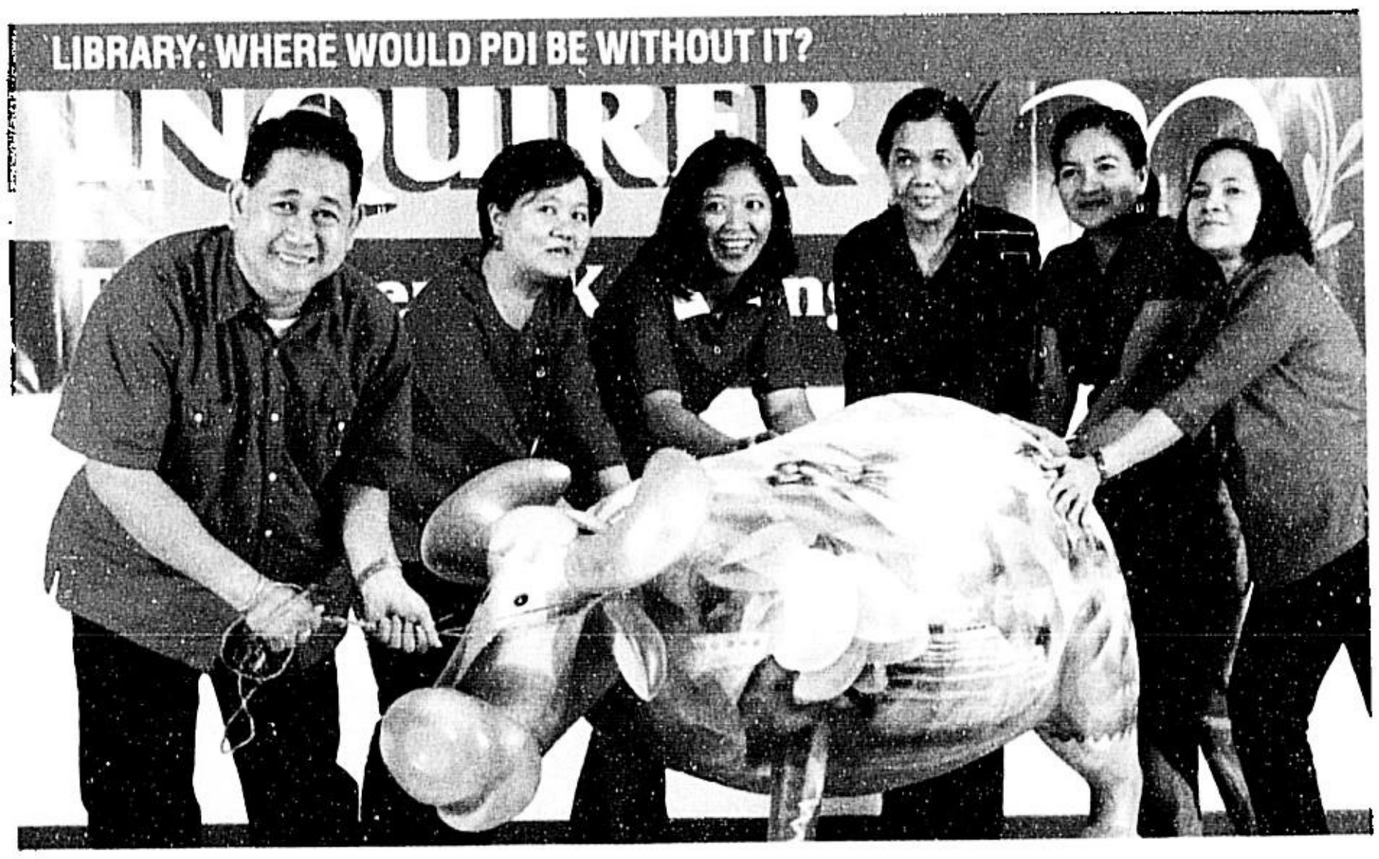
(1st row) Aries Espinosa, Normandy dela Paz. (2nd row) Joel Nigos, Alden Cedo, Marlet Salazar, Raquel Gomez, Alizza Butiong

Ruel de Vera, Eric Caruncho, Pennie dela Cruz, SIM editor Alya Honasan, Chuchie See, Sharon Felipe

ERNESTO PATRICIO



Research Head Miner Generalao, Jamie Alarcon, Chona Galang, Maricar Tolosa, Cyrill Bonabente



Cipring Frias, Ellen Caparros, Girlie Refran, Miner Generalao, Malou Arboleda, Medy Gregorio

Santi Alcantara, Senen Bravo, Bert Deloso, Joel Paradeza, Alexa Bacay, Cris Tamolang, Patricia de Leon, Mary Ann Ayos, Lilie Lazaro, Teresita Cruz, Mardi dela Cruz, Rissa Camongol, Joyce Abaño (seated)

SOLER

INQUIRER COMPACT: NOTHING SMALL ABOUT THE NEW KID ON THE BLOCK

(Clockwise from front) Louie Bacani, Ernie Sambo, Imee Balandra, Rowena Burgos, Cris Yambot, Romina Austria, Abel Ulanday, Monica Calderon, John Nery, Cenon Bibe

JUNIOR INQUIRER: START 'EM YOUNG

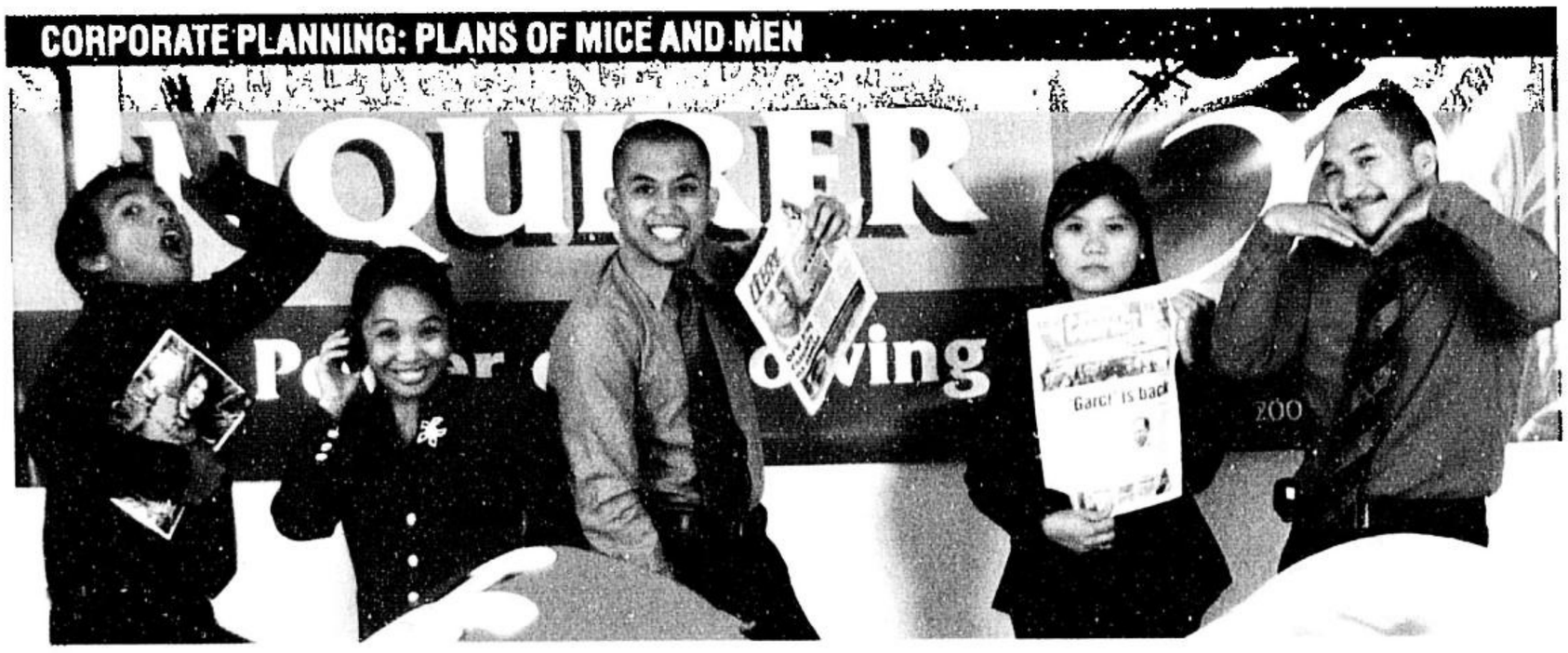
Ruth Navarra, Liz Rañola, Grace Leung, Dianne Villafuerte, Abel Ulanday, Steph Bravo

INQUIRER TV: HAMMING IT UP

(1st row) Leslie Perez, Rey Ochavez, Art Consuelo, Chino Veril, Erwin Castillo. (2nd row) Charlotte Maximo, Sherwin Marasigan, Cheri Mercado, Lourdes Handumon, Daisy Capuli. (3rd row) Allan Quizon, Alfred Enole, Kris Manlapaz, John Nery

LYDIA VELASCO

CORPORATE PLANNING: PLANS OF MICE AND MEN



Roy Adeva, AVP for Corporate Planning Imee Alcantara, Ged Ventura, Roselle Fortes, Dennis Leung

Laura Mansilla, Helen Poblete, Mar Aclan, James Jacosalem, Arnold Buño, Randy Guevarra and Treasury Department Head Sonia Whitaker

BUDGET: 'YOU SPENT WHAT?!'

TREASURY: THEY'VE GOT THE COMBINATION TO THE VAULT

PDI Financial Adviser Jay de Luzuriaga (front), Jojo Samonte, Joel dela Cruz, AVP for Finance Joey Villareal, Rovy Manio

ADMINISTRATIVE SERVICES: ALWAYS ON TOP OF THINGS

Seated: Emily Millari, Boy Abing, Benjie Tablazaon, Tsai Montegrande.

Standing: Lito Rivera, Hugh Jaymalin, Jerry Jano, Ramil Rodriguez, Nita del Rosario, Jess Cayabyab, Bobby Cristuta, Al Licuanan, Romy Tamanu, Jovino Bojo, Dennis Alcaraz

MALANG

AUDIT: CHECKING IT TWICE

Joel Panopio, Mabel Cabral, Eugene Araneta, Gem Subong, Raffy Esturas, Agoy Andrade

ACCOUNTING: A-ONE, A-TWO, A-SMILE

(1st row) Karen Garcia, Joseph Cagara, Jhun Isles. (2nd row) Rita Viray, Rosalie Torres, Marie-Fe Reyes, Mary June Arguel. (3rd row) Margie dela Vega, Lorna Araneta, Evelyn Escueta, Vanessa Ong, Lyn Alday

CREDIT AND COLLECTION: LET ME COUNT THE WAYS

(1st row) Chona Agustin, Limwell Cayubit, Chana Suñga, Ethel Gangcuangco, Cris Ballais, Naty Cayubit.

(2nd row) Becky Canlas, Fabian Antonio, Willie Santos, Eve Bacani, Noemi Melican, Chana Suñga, Nancy Rivera, Chona Gomez, Bong Aquino.

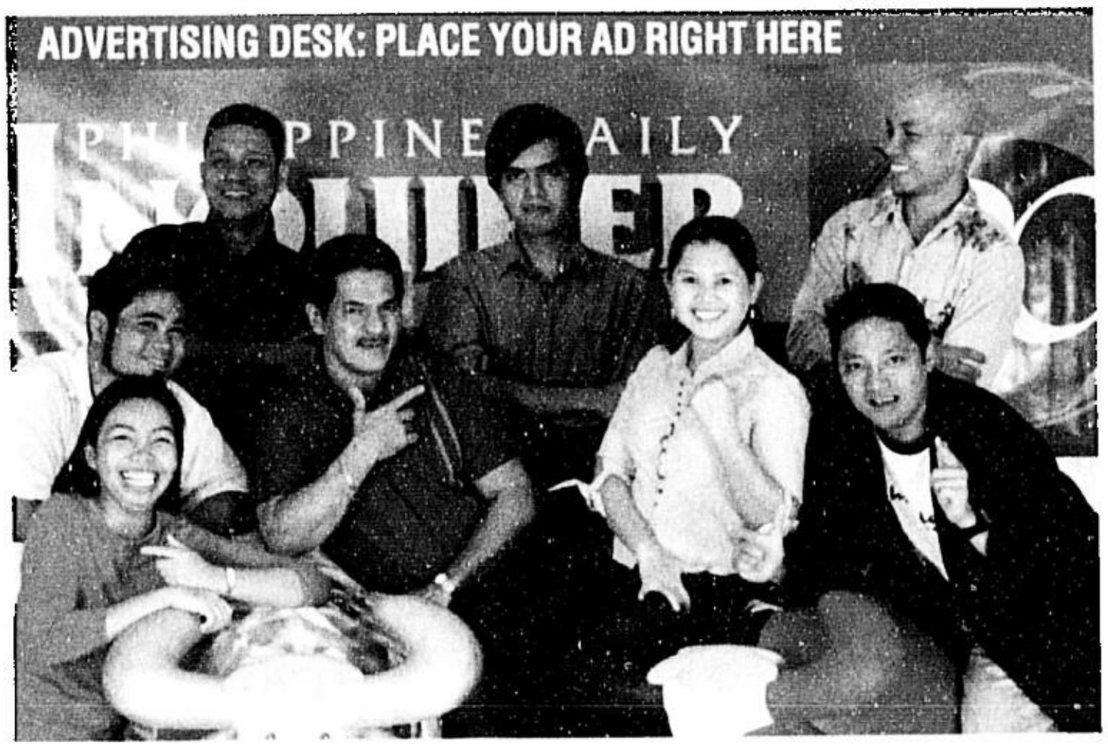
(3rd row) Ian Resurreccion, Cris Salvosa, Noel Piano, Arnel Rillera, Richard Marasigan, Dante Garces, Francis Ambrosio, Lyn Monreal, Mervin Lota, Jimmy Ramos

STEVE SANTOS

CLASSIFIEDS: 'HAVE SOMETHING TO SELL, WILL DO'

(1st row) Imelda Limbo, Nanette Abad, Aileen Garcia, Liwayway Tabaranza, Adela Mendoza, Jocelyn Tabuso, Concepcion Lineses, Mar delos Reyes, Cristina Asuncion, Lourdes Diaz, Division Head Jessie Rebustillo. (2nd row) Veronica Fernandez, Arnold Gatdula, Patria Medina, Babes Good, Enrico Salazar

ADVERTISING DESK: PLACE YOUR AD RIGHT HERE



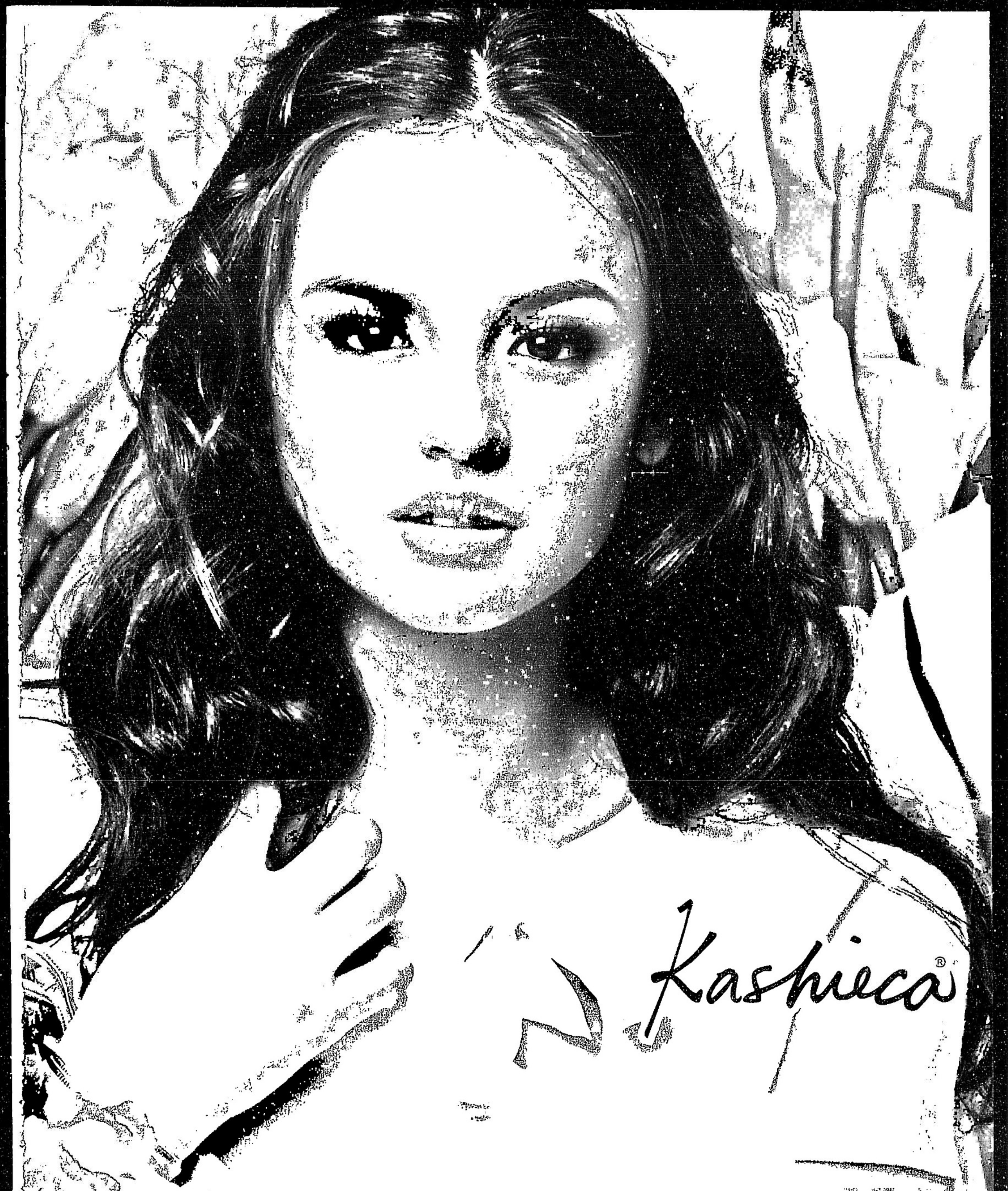
Cherry Vitalicio, Ian Gonda, Gelli Badocdoc, Rey Cruz, Arnel Francisco, Gina Layague, Joel Macawile, Oscar Delgado

CLASSIFIEDS SALES: JUST A LINE OR TWO

Iris Desvarro, Vincent Añosa, Grig Montegrande, Arnel Santos, Randy Isaac, Carlo Mercado (kneeling)

CLASSIFIEDS PRODUCTION: NO AD TOO SMALL

Darwin Romanillos, Mark Esquibel, Joyce Monponbanua, Mar delos Reyes, Adriano de Jesus, Lala Montesines, Romina Erandio, Gemma Villapando



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